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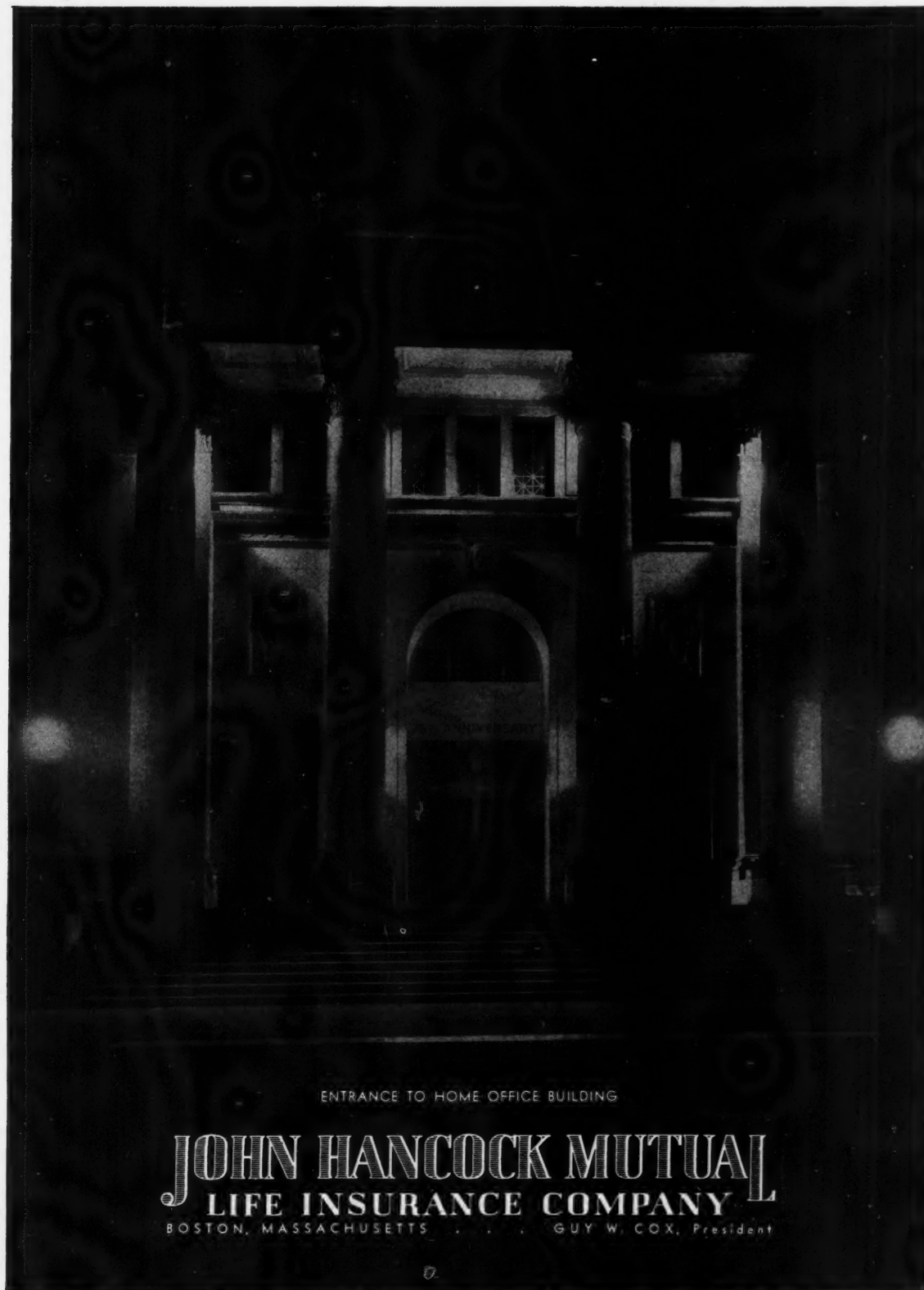
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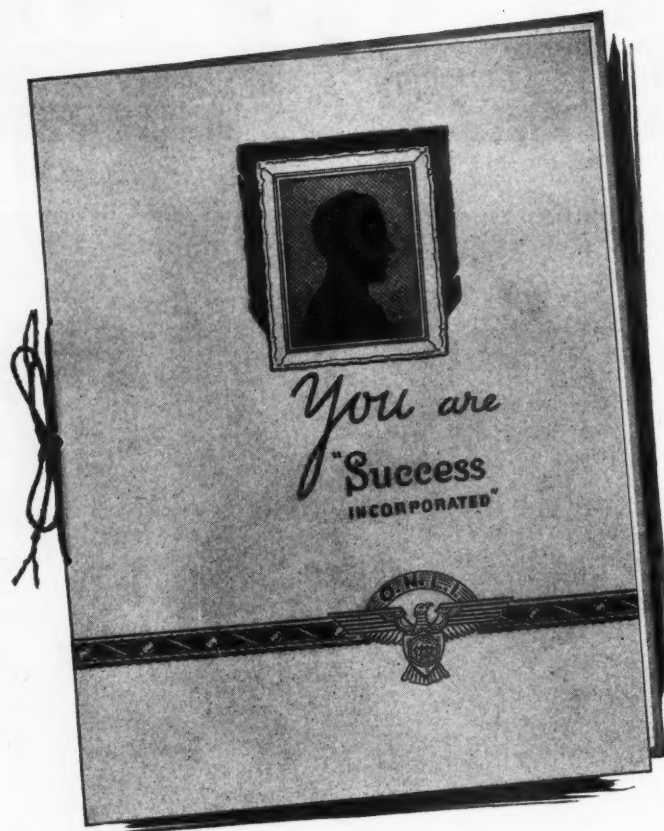


ENTRANCE TO HOME OFFICE BUILDING

JOHN HANCOCK MUTUAL
LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS . . . GUY W. COX, President

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FRIDAY, MAY 28, 1937



Just off the press! A new booklet for men seeking a successful Life Insurance career. "You are Success Incorporated" is the title of this Ohio National publication which explains clearly and concisely the advantages of the Life

Insurance profession, emphasizes the qualifications necessary for success, explains the advantages of association with this progressive Company, and details many sales helps available to all salesmen of the Ohio National.

A copy of this book will be gladly sent to interested inquirers

For a General Agent's contract write — JOHN H. EVANS, Vice-President

THE OHIO NATIONAL LIFE INSURANCE COMPANY

CINCINNATI, OHIO

T. W. APPLEBY, President

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company. Office of publication, 175 W. Jackson Blvd., Chicago, Ill. Forty-first year. No. 22. Friday, May 28, 1927. \$3.00 per year, 15 cents per copy. Entered as second class matter, June 9, 1900, at the post office at Chicago, Ill., under act of March 3, 1879.

The NATIONAL UNDERWRITER

Forty-first Year—No. 22

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MAY 28, 1937

\$3.00 Per Year, 15 Cents a Copy

Jump in Average Policy Size Noted

Efforts to Raise Agents' Sights Are Showing Good Results

LAPSE RATES IMPROVED

Men Urged to Sell Year's Income at \$100 a Month as Minimum Contract

NEW YORK, May 27.—Along with the encouraging upturn in the sale of ordinary insurance has come a decided increase in the average policy size. Some companies report a jump of more than 20 percent in the latter figure.

While some of this improvement in average policy size is undoubtedly due to improved business conditions, credit must be given to the continuous efforts that many companies have put forth to raise the sights of their agents. For example, some have urged their men to get away from \$1000 as the minimum policy and sell at least \$100 a month for one year. This amounts to \$1182 which in itself constitutes nearly a 20 percent increase. The next step in raising the minimum is to include a \$500 lump sum along with the \$100 a month making a total minimum of \$1682.

Help Lapse Rates

Such efforts help the termination rates, since the coverage is sold for a definite purpose and not just \$1000 of insurance. Even in the higher brackets there is evidence that the buying and selling of life insurance is proceeding on a sounder basis than before the depression.

In spite of the degree of prosperity that has been attained, life insurance is still being bought with what General Agent R. M. Hamburger of the Northwestern Mutual Life at Minneapolis termed "sacrifice dollars." The money which a life insurance buyer spends for a policy today is not just some spare cash which he happens to have lying around but is money which he could very well use for something else if he did not appreciate the paramount importance of having his life insured.

Buyers More Receptive

Among those who analyze selling conditions, there is a belief that insurance is being bought rather than sold to a much greater extent than was the case before the depression. This does not mean that the agent need not do his part to the best of his ability. Despite greater willingness to buy on the part of those purchasing there is no indication whatever that life insurance would be bought if the agent did not do his part in an intelligent and convincing manner.

There is, of course, always the danger that insurance bought even after thor-

(CONTINUED ON LAST PAGE)

Home Office Underwriters Hold Sessions at Chicago

MANY ACTUARIES ATTEND

Interesting Angles of Non-medical, Waiver, Income Disability Taken Up at Spring Meeting

Attendance of a large number of leading actuaries in Chicago to be present at the meeting of the American Institute of Actuaries was a feature of the spring meeting of the Home Office Life Underwriters Association in Chicago this week. Underwater craft and underwriting problems in connection with their personnel was the lead-off topic. The actuaries attended by invitation, and reciprocated in regard to their meeting May 27-28.

Occupational hazards in underwriting was the general subject the first day. Howard Goodwin, president, presiding for a time, then turning the session over to the morning chairman, R. F. Edwards, Prudential. W. C. Harrison, New York Life, traced development of the U. S. submarine service, showing comparative safety of operation. The United States, he said, ranks first in number of submarines, and has an excellent record, no serious catastrophes having happened in 15 years. Selection of personnel and inspections of ships and men are strict.

Considers Lumber Operations

C. L. O'Brien, Minnesota Mutual described special underwriting hazards in Pacific Coast logging. Many of the 46,000 men in the industry in Oregon and Washington are not good risks, being improvident; others, however, are college men learning the business, and are future lumber executives.

Fatalities in Oregon in the three years beginning 1933 were 6.51 per thousand men. Washington, over the same period, recorded approximately the same rate, 6.56. Fatalities in the redwood section of California were only 3.80 per thousand.

Horace Holmes, Mutual Life of Canada, gave an occupational study of nickel. Silicosis, he said, accounted for 1 to 1.5 deaths each year per 1,000 miners taken as a class, but silicosis is infrequently found among nickel miners. During the period 1931 to 1935, there were 17 fatal accidents underground and two in the smelting section of the industry. There are three main hazards to consider: accidents, health and hazards from heat and sulphur fumes. In the afternoon session an informal discussion of other occupational problems was led by Harold Davies, Equitable Life of New York. General underwriting problems were discussed in the last two sessions.

President Goodwin Speaks

The second day opened with the presidential address by President Goodwin, who was morning chairman. Dr. H. W. Cook, vice-president and medical director, Northwestern National, and Valentine Howell, associate actuary Prudential, spoke. Mr. Howell talked on surplus and brokerage business analyzing this type of underwriting and offering a

(CONTINUED ON LAST PAGE)

Big Entertainment Program for Commissioners' Meeting

MANY ATTRACTIONS OFFERED

Secretary Read Announces Elaborate Arrangements Made for Annual Session at Philadelphia

OKLAHOMA CITY, May 27.—Commissioners and guests who attend the annual convention of the National Association of Insurance Commissioners at Philadelphia, June 21-23, will find that city in the midst of a celebration commemorating the 150th anniversary of signing the Constitution, which will add to attractions of the extensive entertainment program announced by Secretary Jess G. Read, Oklahoma commissioner. Convention headquarters will be es-

(CONTINUED ON PAGE 20)

Report 71 Millionaires Have Qualified So Far

The number of fully-qualified members of the 1937 Million Dollar Round Table has been increased to 71, according to Chairman Grant Taggart, California-Western States Life, Cowley, Wyo. This includes 21 life and qualifying members, 25 qualifying and 24 life members. New qualifiers, in addition to the 42 already listed in THE NATIONAL UNDERWRITER, are:

Louis Behr, Equitable, N. Y., Chicago; J. E. Clayton, Mutual Benefit, Newark, N. J.; F. S. Goldstandt, Equitable, N. Y., New York City; S. Herwitz, Mutual Life, Cincinnati; Samuel Kahl, Penn Mutual, Chicago; W. H. King, Mutual Benefit, Lima, O.; A. L. Lanphear, Equitable of Iowa, Chicago; F. U. Levy, Penn Mutual, New York City; H. L. Peebles, Northwestern Mutual, Charleston, W. Va.; Harry Steiner, Equitable, N. Y., Chicago.

Qualifying Members

E. L. Arthur, Mutual Life, Tampa; R. P. Bagley, Northwestern Mutual, Buffalo; L. D. Crandon, New England Mutual, New York City; Arthur A. Ebenstein, Union Central Life, Hollywood, Cal.; O. P. Jacobsen, New England Mutual, New York City; Benjamin Leven, New York Life, Hollywood, Cal.; R. U. Redpath, Northwestern Mutual, New York City; Paul C. Sanborn, Connecticut Mutual, Boston; H. C. Stockman, New England Mutual, New York City.

Life Members

H. A. Binder, Massachusetts Mutual, San Francisco; M. A. Blate, Mutual Benefit, Flushing, N. Y.; W. L. Brooks, Jefferson Standard, Charlotte, N. C.; W. O. Cord, Penn Mutual, Dayton, O.; Gerald A. Eubank, Prudential, New York City; L. V. Freudberg, Massachusetts Mutual, Washington, D. C.; C. G. Keehner, Massachusetts Mutual, Oakland, Cal.; A. M. Sheldon, Marsh & McLennan, Minneapolis; L. G. Simon, Equitable, N. Y., New York City; L. A. Spencer, Equitable, N. Y., Youngstown, O.; J. E. B. Sweeney, Equitable, N. Y., Huntington, W. Va.; H. L. Taylor, Mutual Life, New York City.

Actuaries Can Help in Public Relations

President McCankie of American Institute Gives Views at Chicago Session

CLARIFICATION NEEDED

Feels Policies Have Been "Sugar Coated" in Sale of Companies for Rates Volume

Actuaries can be of inestimable benefit to life company management in improving public relations, R. C. McCankie, president American Institute of Actuaries and associate actuary Equitable Life of Iowa, declared in his presidential address at the Institute meeting in Chicago this week.

"Last fall in addressing you I made a plea for looking into the expense of the various services which life insurance companies have been offering as business getters during recent years," he said, "and suggested a return to fundamental benefits administered to accomplish the greatest good for the greatest number of policyholders. It seems to me that recent developments indicate that this line of thought can well be pursued further.

"The problem of providing for the security of the people as a whole is with us to stay and is going to be solved in some manner. Taxes on wages for old age benefits are today a reality, and millions of people who have never before considered the necessity of saving for future security have had this saving thrust on them by deductions from their wages. Thus the 'man in the street' has been made 'security conscious' as he never was before.

Sales Volume Dominant

"Life insurance companies have been selling security for many years but in recent years instead of stressing the essential benefits that have made life insurance what it is, have we not endeavored to put our wares in sugar-coated packages which would appeal to the buyer in order to increase the volume of production? The present interest in the subject of security is going to make the buyer look underneath this sugar-coating and try to discover the real meat in the product he is purchasing.

"If the life insurance companies themselves do not help him find this meat by more intelligent selling on the part of their agents, by simplifying policy contracts so that they are less likely to be misunderstood; in short, by taking the mystery and complexity out of all their dealings with the insuring public in every way possible, then someone is going to do the job for them. Already many self-styled insurance experts, adjusters, analysts, and what not, for a fee paid in advance, are only too glad

(CONTINUED ON PAGE 21)

Tax Liquidation Provisions Are Seen by Attorney as Needed Service

Not all life agents appreciate fully the increasing seriousness of the estate tax problem and are trying to solve it in a business-like way, Ralph Armstrong, tax attorney Massachusetts Mutual Life, told the Rochester (N. Y.) Life Insurance Trust Council at its annual dinner. No problem today offers greater possibilities for timely discussion than taxation of life insurance and trusts, and yet none offers guarantee for the future, he said. It can be stated with some certainty what present tax laws are and how they are being construed, but it would be hazardous to predict as to the future. Nevertheless the tax problem is here and must be dealt with to the best ability of the agents. Mr. Armstrong was introduced by J. C. Behan, vice-president Massachusetts Mutual.

"I often wonder," he said, "if business and professional men in general, whether insurance solicitors, tax and estate analysts, trust officers or attorneys, fully appreciate the value and practicability of a life policy and trust instrument as a means of disposing of one's property either by inter vivos or testamentary transfer." He said the trust agreement is flexible, and so is the life policy, with liberality of provision for change of benefit and transfer of title thereto during lifetime of the insured, and of disposition of proceeds or installment income at maturity of the policy. Combination of the two, properly coordinating the insurance or insurance trust with the insured's or trustor's will, effectively conserves and disposes of an estate, whether large or small.

Life Contract Is Not Sufficiently Discretionary

"There was a time when the life insurance contract with its installment settlement provisions was sufficiently broad and flexible to take care of the discretionary requirements of the majority of cases, and although the insurance benefit is today more complex and detailed than ever before, it has been unable to keep pace with all of the requirements and demands of our modern day society and should not be expected to do so. The life insurance companies perform a great service for their policyholders in the conservation of the proceeds of insurance for those named as beneficiaries under their policies and a carefully drawn benefit will accomplish a great deal, but a life company is not equipped to administer or exercise the discretion necessary in connection with some of our more complex life insurance and business trusts or the discretionary details sometimes required in the larger estates. Each institution plays a most important role in its own sphere of activity and while there may be some overlapping as to the service rendered, we could not do without either one.

"We naturally expect the uninformed and indifferent to belittle or entirely disregard the subject, or the wealthy to attack the whole plan of governmental taxation in a degree varying with the amount of worldly possessions owned by them, but it seems to me that an informed group such as ours should be expected to deal with this problem on a middle ground of thought and action indicative of one who realizes his responsibility and desires to make the most of a difficult situation. In any event, we must approach this problem with an attitude of cautiousness and honest compliance and not one of attempted evasion, stubborn indifference, or unwarranted fear.

"When the 1935 act was passed, we heard a great deal of the slogan 'soak the rich.' It is generally agreed that the slogan was something more than a catch-phrase, for the estate and inheri-

tance taxes on a million dollar net estate were increased during the period 1932-1935, from \$48,500 to \$222,600, the general property exemption cut from \$100,000 to \$40,000 and the gift tax exemption from \$50,000 to \$40,000. The federal income tax rates were increased even more drastically, so that the tax on a net income of \$100,000 a year now amounts to \$33,944. The next tax revision, and one is bound to come, will doubtless fall heavily on the shoulders of the middle class. This group was let off rather lightly during the 1932-1935 revisions, but the revenue producing necessities will be too pressing to pass that class by next time."

He gave a 10-point program of tax and estate conservation. "The situation is by no means hopeless, for we still have many legitimate means at our disposal for effective tax conservation work in connection with both the large and small estate," he said, "and furthermore, many of the more recent developments are very encouraging from a taxpayer's standpoint. Many of us, however, are prone to look beyond the obvious in search of the unusual, so that we find ourselves neglecting many of the tried and approved methods of tax and estate conservation for some scheme or plan which promises much, but in the end leads to litigation and substantial losses. Eliminate as much of the gamble as possible by adopting conservative meth-

ods in tax conservation work and it will pay good dividends. How many of us, I wonder, are making full use of the following tax fundamentals in our conservation and sales work.

"1. The taxpayer's estate is still allowed a \$40,000 insurance exemption in addition to a general property exemption of the same amount, thus emphasizing the importance of having life insurance payable to a named beneficiary, as a part of every program.

"2. He also has another set of exemptions under the gift tax law, to wit: a \$40,000 specific exemption, in addition to a \$5,000 annual exclusion or deduction allowed in the case of all gifts made to any one of several donees during any one year. Furthermore, the gift tax rates are only 75 percent of the estate tax rates, but the differential is incidentally much greater because the estate tax is based on the entire estate, including the amount used to pay the tax, whereas the gift tax is measured by the net gift. Thus the possible advantages of inter vivos gifts or distributions are emphasized.

"3. In giving away property, a donor should avoid a last minute distribution, because the transfer may be looked upon as having been made in contemplation of death. A long term or lifetime program or disposition is preferable to a large sum gift and the program or plan should be associated with

living motives rather than the thought of impending death or tax avoidance.

"4. The second estate tax which is such a burden on property passing through two or more hands at intervals exceeding five years, can, at present, be easily eliminated by a simple life insurance benefit in the case of insurance proceeds or a simple testamentary trust, where other property is involved, giving the wife, for instance, as primary beneficiary, a life interest with remainder over to contingent beneficiaries.

"5. Many of the tax disadvantages of jointly owned property can also be obviated either by a testamentary trust or an outright division of the property between husband and wife or the members of a family.

"6. Special powers of appointment under a will can be substituted for general powers, since the former are not taxable under the revenue act even though exercised by the beneficiary, or, where the donor of a general power of appointment has died, the beneficiary may find it unnecessary to exercise the power, thus saving the second tax.

"7. Care must be exercised in making the trust irrevocable if created for transfer purposes, for, if the trustor retains the power, alone or in conjunction with another person, to alter, amend or revoke the trust or reserves to himself the income therefrom, it will doubtless be taxable, at the time of death.

"8. Liquid funds for estate and income tax purposes and for administration costs and expenses, are both necessary and advisable in the case of a large estate, particularly if stock in a large corporation forms a major portion of the assets. Life insurance and the life insurance trust can be used to advantage for such purposes, because the trustee can be given discretionary powers under the trust to purchase assets of the estate or loan available funds to the executor or administrator. Life insurance will provide the necessary liquid funds.

"9. The income tax burden can be legitimately reduced by a proper and reasonable distribution of the taxpayer's property. Recent cases, however, indicate that the taxpayer must assign or transfer the property or property right which produces the income as well as the income itself.

"10. Then there is that large group of business trusts and plans, including stock purchase trusts, pension trusts, profit-sharing and stock and bonus plans, which seem to offer many income tax advantages to both employer and employee."

Social Security Inadequate

Touching on pensions, stock bonuses and profit sharing trusts, Mr. Armstrong said, the social security legislation has accelerated interest in private pension plans, for the old age provisions of the law will never fully take care of the average employee. Few agents realize the spread of the pension idea among large industrial employers. The pension expense of the Bell Telephone System in 1936 amounted to 2.75 percent of its payroll and about 7 percent of its profit. He warned against using clever schemes to evade the law. Officials at Washington and state officials are tax conscious, and tax returns will be scrutinized by the taxing authorities as they never have been before. "It will pay good dividends to eliminate all guesswork and lay aside all thoughts of getting by with clever schemes and novel theories," Mr. Armstrong said. "We shall have failed in our duty as professional men if we do not realize our responsibility in these days of social and economic readjustment."

Annuity Experience in 1936 Shown

Annuity experience in 1936 as tabulated by the statistical department of the National Underwriter is presented below:

Name of Company	Annuity P'ent. Inc. 1936	Annuity Payments	Annual Income Now Payable No. Amount	Def. Inc. Payable No. Amount
Aetna	\$12,797,142	\$ 2,712,930	6,765 \$ 2,680,735	5,440 \$ 6,144,822
Group	39,374	36,222	245 98,762	43,925 2,935,244
Alliance	229,671	52 29,893	154 27,670
Amer. Bankers	882 77
Amer. Citizens	13,300	37,925 17,605 13,088
Amer. Life, Mich.	151,077	47,566	68 31,346	126 100,200
Amer. Natl. Tex.	39,792	1,341 101,166 391,352
Amer. United	22,862	1,760 3,323 13,091
Amicable	61,732	2,830	3 79	366 119,528
Atlas	13,079	157 543	20 3,003
Bankers, Iowa	1,305,328	381,126	685 192,546	2,946 1,296,884
Bankers, Neb.	90,287	18,212	59 20,462	615 193,791
Bankers Natl.	1,526	1,405	2 1,316	2 4,697
Bankers Union	278	1 278
Beneficial	69,392	13,185	48 11,725	93 25,756
Berkshire	1,427,613	372,957	2,133 1,110,064	1,304 498,223
Bus. Men's Assn.	140,853	13,396	52 9,729	676 250,182
Calif. Western	253,859	48,660	137 40,023	999 603,739
Canada Life	3,815,598	4,363,633	8,835 3,941,336	9,345 3,870,196
Capital, Colo.	41,121	18,648 20,083 9,263
Group	196,954	31,005	194 35,638	279 96,216
Central, Iowa	68	1,910	47 1,833	2 354
Central, Ill.	4,245	3,073	14 2,369	13 11,307
Central States	2,775	13 4,075
Church Life	559,221	104,131 132,855 83,842
Group	1 1 3,184
Colorado Life	294	1 294 29,627
Columbia, Ohio	113,741 29,334 229,635
Columbian Natl.	341,548	60,936	194 60,995	479 229,635
Columbus Mut.	184,517	36,316 34,912 234,821
Confederation	1,616,225	814,165	2,083 922,540 1,964,550
Group	104,112	10,141	101 25,731	2,928 4,785,178
Conn. Genl.	5,957,216	1,402,498	3,147 1,239,357	8,917 125,802
Group	13 4,629	1,172 4,678,218
Conn. Mut.	7,687,104	2,467,265	6,398 2,416,408	11,969 58,236
Contl. Amer.	102,960	14,069	19 14,887	94 723,736
Contl. Assur.	307,696	52,629	59 19,771	1,515 18,775
Crown, Can.	408,015	95,359	151 74,615	37 16,475
Dominion, Can.	779,381	75,085	91 37,744	10 1,344
Eastern Life	3,196 350 10,179
Empire L. & A.	298 1,068,388	74,988 5,678,414
Equitable, N. Y.	105,501,276	18,062,052	53,152 15,741,956	235,569 125,127,561
Group	1,152 5,567 10,179
Equitable, D. C.	44,683	4,534 581,196	8,141 4,161,449
Equitable, Iowa	3,221,842	550,456	1,805 847 2,032
Eureka-Maryland	377	850 2,656 3,195
Farmers & Bkrs.	18,529	2,514 5,651	10 1,333,356
Fed. Life, Ill.	15,305	3,821	19 603 41,760
Fidelity Life	1,407	792 18,895 135,726
Fidelity Mut.	1,271,835	545,522	1,250 126,014	283 114,034
Fidelity Union	14,084 2,492	19 12,480
Franklin Life	95,304	25,122 1,500	111 39,721
Genl. Amer.	34,448	176,963	302 13,403	10 4,502
Genl. Mutual	10,568	3,372	6 8,071	172 75,775
Group	26,868	4 2,550 3,855
Geo. Washington	29,929	9,938	31 224 14,683
Glarad Life	58,872	7,392	16 6,378	37 22,460
Grt. Amer.	30,895	415
Grt. Natl. Tex.	2,463	499
Grt. Northern	41,618	3,408	19

*Also 298 contracts with income depending on age selected at maturity.

(CONTINUED ON PAGE 10)

Much Interest in Denver Elections

Expect Cummings to Be Elected
President, Johnson Vice-
President

EYE TRUSTEE OUTLOOK

Three Illinoisans in Race for Positions
on Board of National Association
of Life Underwriters

Each week lately the name of some prominent operator is put forward by his local association for election as a trustee of the National Association of Life Underwriters at the annual meeting in Denver in August.

Those for whom a campaign has already been started include: Harry T. Wright, associate manager Equitable Life of New York, Chicago; J. Hawley Wilson, agent Massachusetts Mutual Life, Peoria, Ill.; C. J. Zimmerman, now general agent Connecticut Mutual, Newark, soon to become general agent in Chicago for his company; John W. Yates, general agent Massachusetts Mutual, Los Angeles; John A. Witherspoon, general agent John Hancock Mutual, Nashville; Isadore Samuels, general agent New England Mutual, Denver, and Ray Hodges, general agent Ohio National Life, Cincinnati.

Doubtless other hats will be found in the ring shortly.

Cummings to Go Up

There seems to be no doubt that O. Sam Cummings of Dallas, state manager Kansas City Life, will be advanced to the presidency of the National association, since he is now vice-president. Most of the leaders take it for granted that Holgar Johnson, Pittsburgh general agent Penn Mutual Life, now a trustee, will be elected vice-president.

In the usual course, there are six trustees to be elected each year for a two-year term. There will be a seventh man named this time for one year to fill out the unexpired term of T. M. Riehle, now serving as national president. If Mr. Johnson is elected vice-president, an eighth trustee will be elected to complete the final year of Mr. Johnson's two-year term as trustee.

The trustees whose terms expire in August are:

Ernest A. Crane, general agent Northwestern Mutual, Indianapolis; Mr. Zimmerman, Frank B. Summers, who has charge of the New England territory for New York Life; Martin L. Seltzer, general agent Aetna Life at Des Moines; Mr. Witherspoon and C. Vivian Anderson, agent Provident Mutual Life, Cincinnati.

The nominating committee, which is headed by Philip B. Hobbs, manager Equitable Life of New York, Chicago, will have some interesting situations to take into consideration. The leaders undertake to get distribution in the ranks of trustees, geographically and by companies, and they must take into consideration that the man to be elected the following year as vice-president must be a trustee at the time.

Three from Illinois

The fact that three of the candidates for trustees are from Illinois is one of the problems. Each candidate is outstanding, but the committee will have to decide whether it can recommend three from the same state. Of course, Mr. Zimmerman has not yet got his roots into the Illinois soil. He will not assume his new duties in Chicago until

(CONTINUED ON PAGE 21)

Many Life Men See Business Coming Under Pension Law

Life insurance people are divided as to their status under the social security act now that the Supreme Court has upheld it in its entirety. Some believe the federal government will exempt the business on the ground that life salesmen are independent contractors, while others hold that the companies may as well allocate their money for the taxes under the law, since they are certain to be refused exemption.

This school has several reasons for this belief: The social security board is controlled by followers of President Roosevelt and is sure to watch for every point that would favor inclusion of life insurance agents. These people say the unspoken but obvious tendency of the administration is to spread the act over as many employees as possible and to include in it any one who might be considered an "employee."

Reasons for View

The main thought in the board's decision as to what constitutes an "employee" is whether executives have control over the person's way of accomplishing an end, as well as deciding the end itself. One group feels that because of the tendency of the social security board to take a broad view, the life insurance agent, in spite of the fact he may be paid solely on a commission basis and have comparative freedom of action, is still sufficiently controlled by the company and general agent or branch manager to constitute him an employee.

While he does not have to punch a time clock or secure his general agent's approval for every step he takes, he is nevertheless instructed and guided by

the head of his office and is expected generally to follow the general agent's wishes as well as the company's written and unwritten policy of operation. People believe the social security board would class the general agency with the branch plant or branch office of a manufacturing concern. While the company executives are not on the ground, they have a long range control and can step in any time they wish if they are not satisfied the way things are going.

See Tighter Control

If the social security board holds this view, it may result in considerable tightening of control over general agents' and branch managers' practices by the companies. If the companies have to pay taxes on an office's salesman under the social security act, they are bound to watch producers' work more closely in order to eliminate the poor agent quickly. Many of the fraternity feel that life general agents and managers can expect gradually less latitude in operation of their offices, more rigid checking up and increasing tendency for their status to become similar to that of the usual corporation branch manager.

Fraternal Picture

Decision on the status of insurance companies is expected within a few weeks, as well as action one way or the other on legislation in Congress to exempt fraternal societies from payment of the tax both on their agents and their office employees. The fraternal bill has been marking time pending the Supreme Court's decision on the act's constitutionality.

(CONTINUED ON LAST PAGE)

Lutheran Mutual to Change Basis

Well Known Iowa Fraternal Will
Become Old Line
Institution

REASONS FOR THE MOVE

President Hegg Tells Why It Seems
Desirable to Change the Corporate Structure

By unanimous vote of the board of directors and subsequent approval of the Iowa insurance commissioner, the Lutheran Mutual Aid of Waverly, Ia., now a fraternal, decided to reorganize on a legal reserve, old line, mutual basis. This resolution was presented to the triennial convention held in Milwaukee last week and unanimous approval was given by the delegates. There were over 300 present. It now remains to take a referendum vote by mail, as provided by the Iowa laws. However, there is no question about the outcome as all sections of the field were represented at the convention and the vote taken was indicative of the sentiment of the policyholders residing in various localities. The Iowa laws provide that unless the majority of the members in a referendum vote repeal the action of the convention, the decision stands.

Will Be Ready Jan. 1

It is expected that the company on the new basis will be named the Lutheran Mutual Life and be ready to operate on its new corporate structure Jan. 1, next.

It was organized as a voluntary benevolent society in 1879, was incorporated in 1882 in Dubuque, Ia., was re-incorporated in 1892 as an assessment society and reincorporated in 1906 as a fraternal benefit society with rates on the National Fraternal Congress table. In 1922 it changed its table to the American Experience 4 percent and in 1935 adopted the American Experience 3 percent for all its new business. Thus the Lutheran Mutual Aid is on a thoroughly substantial foundation. It has always been conservatively and economically managed.

Reasons for the Change

President J. E. Hegg states that there were several reasons for making this move of changing its structure.

The tax question is a very serious one with the fraternal. They have been held exempt from taxation on the theory that they are charitable and benevolent institutions, but now writing regular forms of life insurance, attempts to levy taxes are coming in many directions. The Lutheran Mutual Aid feels that the fight to avoid taxes promises to be a long and costly one and the management does not feel justified in spending the money to fight the proposed legislation, especially as there are grave doubts as to the final outcome. The management has gone into the subject of expenses very carefully and the officials believe that the institution can be operated as economically on the mutual, old line basis as on the fraternal plan. There are extra expense items in the operation of a fraternal as President Hegg points out, which in the aggregate equal or exceed premium taxes.

President Hegg points out that there is other proposed legislation in various states designed to force fraternal to raise their valuation bases. The management, he says, has not the slightest interest in keeping such legislation off

(CONTINUED ON PAGE 11)

The Grateful Letter

We underwriters sell a service. We tell our prospects what it will do in certain circumstances. And we endeavor to cause their emotions and their judgments to lead to the signatory act.

When we consider buying an unfamiliar appliance for business or home, the favorable word of a user whose judgment we respect favorably influences our decisions. The life insurance prospect is similarly impressed—mentally or emotionally, or both—by the testimony of one who had bought from the underwriter's company, and, when the emergency time came, found that "it worked." The grateful letter should describe the situation into which the life insurance money helpfully entered, and, if a matured Endowment, satisfaction with the investment should be expressed also.

There's no emotional or mental stimulus in a brief note which merely thanks the company for its promptness in paying a claim, and it is therefore usually valueless.

Customarily the underwriter personally delivers a settlement check. This gives him an opportunity to obtain an effective, profitable motivation letter or story.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Some of the Observations at Office Conference Rally

Dr. Alfred Manes, Indiana University, in speaking before the western conference of the Life Office Management Association at Omaha, described the effect of "Hyper-Inflation" on life insurance in Germany. He expressed the belief that such an experience could never occur in this country. Germany had lost the most expensive war of all time, it was forced to submit to strong exactions, it was unable to produce necessary food, lacked primary material, gold reserve and international credit. The United States on the other hand has great natural resources, has the possibility of economic independence, has complete peace and stability of government, has a widely distributed middle class, varying property and an almost inexhaustible power of taxation.

He recalled that in the later stages of German inflation when complete collapse of the currency was occurring, the actual purchasing power of the premiums became so small that it ceased to be worth while to collect them. Paper

money in small enough denominations to pay for the premiums could not be secured. One of the industrial companies sought collection of premiums entirely by postponing payments and by debiting them against the benefits without charging interest.

An attempt was made to introduce units of produce, particularly rye, as the basis of insurance. Gold value insurance could not pass the theoretical stage because of the lack of gold. Index value insurance was of little use in the life end. Theoretically, the simple solution would have been to substitute for the depreciated mark a stable foreign currency, but this would have been possible for very few people only. The insurance companies displayed energy and inventive spirit between 1919-23, but circumstances, according to Dr. Manes, were stronger than any enterprising spirit and in the fall of 1923 life insurance was practically wiped out.

The first day of the new German currency was Nov. 15, 1923, and on that

day stabilization commenced and with it the revival of life insurance. The destruction of large and small fortunes, and especially the strangling of all time savings and reserves accumulated by the middle classes, produced a rush toward insurance after the stabilization of the mark. The people realized that insurance afforded the quickest and most economical means of providing for threatening need. After no more than three years of renewed activity following their fresh start, the premiums of the German companies again approached the pre-war figures, if the change in the value of money is left out of consideration. The people realized that the life companies were not responsible for the loss of the hopes which were put in the policies.

Describes Salary Plan

J. F. Adams, office manager Northwestern National Life, described his company's system of basic salary plus added bonus for efficiency. This plan is not piecework, as the latter is not readily adaptable to conditions there. Provision is made so that an employee who consistently achieves the efficiency bonus goes to a higher basis salary, up to a certain level. While the system has not the objective measurement standard of piecework, Mr. Adams said, there has never been any question of prejudice in judging whether employees were entitled to the bonus.

L. D. Ramsey, secretary business Men's Assurance, recommended use of monthly meetings of all employees in a department for discussion of possible improvements. Office tours, to acquaint employees in one department with work of another, have been very helpful in promoting a more intelligent grasp of the job, he said. He also recommended department heads send birthday greeting cards to those in their departments. Charles Kell, personnel director General American Life, outlined a system for classifying all office activities in detail. He urged use of employment tests to eliminate candidates for employment whose unfitness can often be revealed in no other way. A. D. Hoy, correspondence secretary Central Life, described collection of premiums and keeping in touch with the policyholder, saying that his company had found it much less expensive to handle its collections directly out of the home office rather than through having its general agencies act as branch offices for this purpose.

M. C. Ledden, chief accountant Lincoln National Life, described use of punched cards in the preparation of Schedule T, the new exhibit which gives detailed information on reinsurance. His paper was particularly valuable because of the wide variety of business done by the Lincoln National. Leonard Mosele, auditor American National Life, also told of use of tabulating machinery, but in connection with salary and commission accounts.

Other speakers included G. A. Hardwick, vice-president and comptroller Penn Mutual Life, who as association president made the opening remarks; Richard Boissard, vice-president National Guardian Life, whose address on budgeting and control of home office expenses in a small company was welcomed for its exceptionally practical pointers; W. F. Hakerman, comptroller Minnesota Mutual Life, who led a panel discussion on home office vs. field office collection of premiums; J. C. Seitz, actuary Guarantee Mutual Life, who talked on general accounting; C. M. Taylor, assistant secretary Providence Mutual Life, who discussed social security tax requirements and S. E. Mooers, secretary Acacia Mutual Life, who led an open forum discussion on recent economies in home office operation.

The address of Lloyd Thomson, actuary Indiana department, was reported in last week's edition of THE NATIONAL UNDERWRITER. Attendance was about 150, exceeding even the most favorable expectations.

Taken by Death



NORRIS H. BOKUM

Norris H. Bokum, of Bokum & Dingle, general agents Massachusetts Mutual in Chicago, a millionaire producer who took an active part in helping to shape Illinois insurance legislation in the last few years, died in Presbyterian Hospital, Chicago, at the age of 54 after an extended illness. He was vice-president Illinois Association of Life Underwriters last year and save for his illness would have been elected president at the annual meeting in Aurora recently. Instead he was re-elected vice-president in the hope he would be in condition to accept the high honor next year.

Mr. Bokum was a man of rugged, powerful physique, but his long illness involving an operation wore him down. After some time in the hospital and at home recuperating, he returned to his office a month or so ago but was still quite weak. A few days ago he was forced to return to the hospital.

Mr. Bokum had been in the life insurance business at Chicago for 31 years, for 20 years having been a member of the Bokum & Dingle general agency. He was born in Philadelphia, Oct. 25, 1882, son of R. D. Bokum, who later for many years was Chicago general agent of the Mutual Benefit, and Anna Harkness Bokum. He was graduated from Princeton in 1906.

Active in Legislative Work

He was an indefatigable worker in legislation, having been chairman legislative committee, Chicago Association of Life Underwriters, for a year, and also legislative chairman Illinois association, working closely with C. B. Stumes of Stumes & Loeb, general agents Penn Mutual, Chicago, and C. F. Axelsson, Northwestern Mutual, Chicago, past president Illinois association.

The funeral service, held at Rosehill Cemetery chapel in Chicago Monday, was attended by many members of the Chicago and Illinois associations. The Rev. E. A. Gerhard of Christ Church, Winnetka, classmate of Mr. Bokum at Princeton, was in charge. Burial will be later in Laurel Hill cemetery, Philadelphia.

Zwaibel Reelected in Ohio

COLUMBUS, O., May 27.—Fred Zwaibel of Toledo, president, and all other officers of the Ohio Life Underwriters Association were reelected at the annual convention today. Homer Trantham, executive secretary Insurance Federation of Ohio, was chosen to serve in the same capacity for the association. President Zweifel will represent the association at the Denver meeting.

The Washington insurance department has opened new quarters at 1912 Exchange building, Seattle.

QUALITY FIRST

A bit aged now—hence a bit trite—but very true is that old statement,

**"The business that stays is
the business that pays."**

QUALITY BUSINESS, from QUALITY fieldmen is
"business that stays."

The INDIANAPOLIS LIFE INSURANCE COMPANY

through liberal CASH AWARDS to leaders in
LOW LAPSE RATIOS, and in percentage of
reduction, gives special recognition and rewards
for QUALITY BUSINESS.

This emphasis on QUALITY has resulted in a QUALITY
FIELD FORCE, A VERY LOW LAPSE RATIO—and these
factors are important in the GAINS MADE of INSUR-
ANCE IN FORCE. The Company in 1936 was among the
TOP TEN COMPANIES with over \$100,000,000 in force
in percentage of gain in 1936. The gain was 5.36% or
more than \$5,010,000.00.

INSURANCE IN FORCE NOW EXCEEDS \$102,000,000

For men who produce QUALITY BUSINESS, this Company
offers a splendid opportunity in sections of Indiana, Illinois,
Ohio, Minnesota, Michigan, Iowa, California, Texas, North
Carolina and Florida.

INDIANAPOLIS LIFE INSURANCE COMPANY INDIANAPOLIS, INDIANA

Edward B. Raub, President

A. H. Kahler, Supt. of Agents

Signs Ohio Bill for Mutualization

Governor's Approval Is Given Legislation Permitting Stock Companies to Make Change

EFFECTIVE IN 90 DAYS

State Insurance Department Helps Put Measure Through; Outline Details for Securing Stockholders' Backing

Governor Davey of Ohio has signed the bill for mutualization of life insurance companies to go into effect within 90 days. The measure is permissive.

The new law provides any domestic life company may mutualize and acquire its own capital stock, provided the proposition is approved by a majority of directors, a majority of stockholders having stock outstanding, and a majority of policyholders who hold at least \$1,000 of insurance. The law provides the means by which such votes may be obtained. In addition, the insurance superintendent must give his approval. The company must be possessed of sufficient funds after purchase of the stock to maintain the deposit it previously has made with the department. This amount must not be less than the entire liabilities of the company, including net value of its outstanding contracts.

Ways of Acquiring Stocks

It is provided the company may acquire stock by gift, bequest or purchase, and until all shares are obtained, such as have been obtained must be held in trust for policyholders with no less than three nor more than five trustees. When all shares have been obtained, due transfer shall be made, and then the company shall become a mutual corporation without capital stock.

If one or more stockholders dissent from the plan, a proper proportion of net assets shall be segregated and held in trust for these stockholders by trustees named by the insurance superintendent. These trustees will administer assets in interest of the owners. The trustees shall be qualified directors of the corporation at the time of appointment and must file bonds.

After payment of dividends to stockholders or former stockholders all dividends and other sums received by trustees on shares of stock acquired, after paying the expense of handling the trust, shall be repaid to the corporation, for benefit of all who are or may become policyholders and shall be added to and become a part of the surplus earned and be apportioned accordingly. No action taken by the company respecting retirement of its capital stock shall affect any existing suits, rights or contracts, and the deposit of \$100,000 made by the company shall be retained. When a stock company has become a mutual organization its officers are to remain as officers of the new organization until the next annual meeting when their successors shall be chosen.

Number to Change Unknown

While all Ohio life companies have the right to turn from stock companies to mutual insurance corporations, the Ohio department has no idea how many will make the change. So far no application has been made. None has been expected, however, so early. The bill was sponsored by the Ohio department.

DEADLINE IS JUNE 1

Policyholders of the Federal Union have until June 1 to accept or reject the

Richards Convention Chief for the Life Advertisers

Robert G. Richards, agency secretary of the Atlantic Life has been appointed general chairman of the 1937 convention of the Life Advertisers Association. The meeting will be held at Old Point Comfort, Va., in September, the exact dates to be announced in the near future.



R. G. RICHARDS

A native of Massachusetts, Mr. Richards holds a primary and master's degree from Harvard University, where he specialized in political science. Graduating with honors, he later taught political science at Harvard and LaFayette College.

His life insurance career dates from 1925, when he became connected with the Manhattan Life. In 1927, he was appointed agency secretary for the Atlantic Life, of Richmond, which position he holds at this time.

Mr. Richards is a keen student of the business, holding the C. L. U. designation, and completed the life insurance training course offered by the New York University. He is also a graduate of the life insurance agency management course.

As chairman of the frontier safety committee of the Life Advertisers Association and Insurance Advertising Conference from 1931 to 1936, as secretary of the Southern Round Table in 1934-35, and as a member of the Standard of Practice Committee at this time, he has long been one of L. A. A.'s most prominent members.

Boston Trust Council Elects

The Boston Life Insurance & Trust Council has elected these officers: President, I. L. Shaw, Granite Trust Co.; vice-president, L. J. Gordon, New England Mutual Life; secretary, J. M. Hughes, Boston Life Underwriters Association; treasurer, E. F. Messenger, Merchants National Bank.

Canadian Advertisers' Meeting

TORONTO, May 27.—Institutional advertising of the life companies in Canada was an outstanding example of successful public relations work, said Major James Baxter, advertising executive of Toronto, in addressing the Life Insurance Advertisers' Association at a meeting at the Seignury Club, Que. Manufacturers were inclined to think of public relations as a temporary dose of medicine, he stated, whereas it should be permanently constructive.

North Dakotans Hear Ballard

Lloyd Ballard, field supervisor Union Central Life was the speaker at the breakfast meeting of the North Dakota Life Underwriters Association. He stressed use of the social security act as a means for getting business and showed inadequacy of the act from an insurance standpoint, pointing out the average death benefit to the ordinary holder of a government security certificate would only be a couple of hundred dollars.

plan for the rehabilitation of the company suggested by the Ohio insurance department division following passage of the rehabilitation act by the general assembly. It is said that about 96 percent of those who have returned their votes are in favor of the rehabilitation plan.

MINNESOTA MUTUAL



Ranks with the biggest and best on the six fundamental measures. For instance, take comparison of

NET SURPLUS ratio to NET LIABILITIES

Average of 25 largest Companies* . . 4.9
MINNESOTA MUTUAL 1936 . . . 7.4

WE OFFER:

1. A liberal agency contract.
2. A plan for financing your agency.
3. Accounting methods to guide you.
4. Proven plans for finding—training agents.
5. A liberal financing plan for your agents.
6. A unique supervisory system.
7. Organized Selling Plan.
8. Unusually effective selling equipment.
9. Policies for every purpose: Regular—Juvenile—Women—Group—Payroll Savings, etc.
10. Low Monthly Premiums.

A \$200,000,000.00 Mutual Company, 57 years old, with an understanding, cooperative Home Office.

This is the third of six statements of FACT about the Minnesota Mutual. If you want them all at once, write us for our booklet, "FACTS."

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

SAINT PAUL, MINNESOTA

*Latest available data

Blanks Committee Makes Changes in Mortgage Lists

The committee on blanks of the National Association of Insurance Commissioners, which met in New York last week, has changed the life companies' blank, which lists mortgages amortizable in 15 years, to read 20 years. The committee agreed that in schedule B, part 2, of the blank, certain mortgages could be excluded from individual listing, and loans made under the federal housing act are thus taken out of the listing, since they have a 20-year period.

The committee also made changes in the fire companies' blank. All recommendations will be presented to the executive committee of the National association when it meets at Philadelphia in June. W. A. Robinson, actuary Ohio department, committee chairman, presided. C. C. Dubuar, principal actuary New York department, is secretary.

Big Production Increase Is Recorded in the U. S.

New life insurance sales in the United States during April set a record for that month since April, 1931, the Sales Research Bureau announced, April sales being 16 percent ahead of April, 1936, the total volume being \$692,062,000. Increase in the first four months was 9 percent. The figures represent ordinary business and were totaled here as a climax to observance of Life Insurance Week.

Every section showed gains, the east south central states leading with 21 percent gain over April, 1936. New England led in the first four months with 14 percent. Delaware showed 38 percent increase in April. Maine was ahead for the four months with 24 percent.

New England and the east north central sections tied for second in April

gain, each with 19 percent. Other sections and their percentage gains follow: Middle Atlantic and south Atlantic, each 16; west north central and mountain, each 14; Pacific, 12; and west south central, 11 percent.

East north central and south Atlantic sections tied for second place in the first four months with 12 percent each. Other sections and percentages are: East south central 10; middle Atlantic 9; west south central 6; west north central and mountain each 5, and Pacific 4 percent.

Forty-five states and the District of Columbia reported increases in April ranging from 1 to 38 percent, some percentages being: Pennsylvania and Mississippi, each 28; Wisconsin and Connecticut, each 27; Ohio and Maine, each 24. Nebraska sales were unchanged compared with April, 1936, but West Virginia reported 2 percent decline and Nevada 4 percent drop.

Record of Four Months

Forty states and the District of Columbia gained in the first four months, increases ranging from 1 to 24 percent, some figures being: South Carolina 23; Connecticut 22; Nevada 21. Declines were recorded by Delaware, Kentucky, North Dakota, Oklahoma, South Dakota, Utah, Washington and Wyoming.

April sales of ordinary compare with \$596,754,000 in April, 1936, \$875,313,000 in April, 1931, and the record for that month, April, 1930, with \$1,044,492,000.

Sales of new paid for ordinary in the first four months aggregated \$2,539,666,000, contrasting with \$2,324,332,000 in 1936 and \$2,654,136,000 in 1935, many companies having raised their rates Jan. 1, 1935.

Columbian National Celebrates

The Columbian National Life will open its 35th anniversary campaign June 1. It received its charter June 5, 1902. Theme of the special campaign is "Match Service With Sales," the idea being to set a June production record which will deserve to be compared with the company's 35 years of trustworthy service.

The company is releasing its new family finance plan as the anniversary campaign opens.

Preparations Are Complete for 1937 Pennsylvania Days

FINE PROGRAM IS ANNOUNCED

Well-Balanced Series of Educational and Sales Addresses at Pittsburgh

Rally June 3-5

Advance registrations for 1937 Pennsylvania Insurance Days at Pittsburgh, June 3-5, sponsored by the Pennsylvania Insurance Federation, indicate there will be a record attendance. Headquarters will be the William Penn Hotel. A well-balanced program of educational and sales talks is offered in the complete program announced this week. There also will be discussion of live topics.

"Deborah Franklin," official hostess selected by judges as best representing the wife of Benjamin Franklin, is 19-year-old Evelyn Edstrom of the F. J. Olive Agency, Pittsburgh. The program of the life insurance conference is:

Life Insurance Conference

10:30 a. m.—H. J. Johnson, general agent Penn Mutual Life, Pittsburgh, chairman.

Life Insurance Plays a Leading Role, by J. A. Stevenson, executive vice-president Penn Mutual Life, Philadelphia.

Business Insurance: Its Opportunities, by F. W. Ries, Jr., manager Canada Life, Pittsburgh.

6:45 p. m.—Banquet in honor of former Governor John S. Fisher, retiring Federation president. Presentation conservation of life and property award. Presentation diamond wrist watch to Deborah Franklin, H. J. Johnson, toastmaster.

Dr. Virgil Jordan, president National Industrial Conference Board, on Prospects of American Prosperity.

Pageant staged by the Pennsylvania Fraternal Congress.

Dancing.

Annuity Premium Not Taxed

The Ohio attorney-general has ruled that moneys received for annuities in Ohio by foreign life companies are not taxable as premiums.



AND NOW TO COLLEGE

This dad is proud, indeed, of his boy, who has just been graduated from high school.

But he gains even greater satisfaction from the knowledge that the youngster is going on through college.

For this father provided the necessary funds with endowment policies started when his boy was born.

Remind your prospects of this life insurance service.



The Prudential
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office, NEWARK, N. J.

THE WEEK IN INSURANCE

American Institute of Actuaries hears of the benefits of their work in public relations improvement from President McCankie. **Page 1**

Elaborate entertainment program for annual meeting of National Association of Insurance Commissioners in Philadelphia announced by Secretary Jess G. Read. **Page 1**

Interest is taken in the prospects as to election of officers and trustees at Denver convention of National Association of Life Underwriters. **Page 3**

Home Office Life Underwriters Association holds spring meeting in Chicago. **Page 1**

Insurance Advertising Conference annual meeting to be at Briarcliff Manor, N. Y., Sept. 12-14, it is decided at mid-year gathering in New York. **Page 7**

Memorial service for the late Vice-President Frank H. Davis of the Penn Mutual Life will be held Decoration Day at his grave in the cemetery at Malvern, Ia. **Page 10**

Governor Davey of Ohio signs bill permitting stock companies to mutualize. **Page 5**

Measures inimical to life insurance failed of passage in session of N. Y. legislature ended this month. **Page 8**

Increase in average policy size is noted, attributed to efforts to raise agents' sights. **Page 1**

Life insurance people divided as to status of the business under social security act. **Page 3**

A. L. C. Medical Section annual meeting program at Colorado Springs June 17-19 is announced. **Page 8**

Purchase of Trans-Mississippi Life by Business Men's Assurance completed; W. T. Grant elected president. **Page 13**

Arkansas Association of Life Underwriters elects officers; holds sales congress with Little Rock association. **Page 18**

M. A. Linton, Provident Mutual Life, was reelected president of the Actuarial Society of America. **Page 14**

Lutheran Mutual Aid of Waverly, Ia., has voted to change to a legal reserve, mutual, old line company going off the fraternal basis. **Page 3**

Agents owe clients service of thoroughly competent tax liquidation service, using life insurance and trust agreements, Tax Attorney Armstrong of Massachusetts Mutual tells Rochester (N. Y.) Life Insurance-Trust Council. **Page 2**

The Illinois insurance code passes to third reading and will come up for passage in the house in all probability Wednesday of next week. **Page 8**

"Sugar-coating" of policies by companies in recent years to secure sales volume decried by President R. C. McCankie at American Institute of Actuaries meeting in Chicago. **Page 1**

Insurance Director Ernest Palmer of Illinois, president National Association of Insurance Commissioners, is in a serious condition at Springfield, Ill., following an operation for appendicitis. **Page 10**

Prominent Pittsburgh General Agent Dead



WILLIAM M. FUREY

PITTSBURGH, PA., May 27.—William M. Furey, nationally known life manager of Pittsburgh, died early May 21 at Atlantic City where he had gone three weeks before seeking rest and health. Four days before his death Mr. Furey had suffered a stroke from which he failed to rally. Funeral services were held Monday at Shadyside Presbyterian Church, of which Mr. Furey had been president of the board of trustees for several years. Services were attended in a body by members and officers of the Pittsburgh Life Underwriters' Association which Mr. Furey had served as president and which he had represented for more than 22 years on the executive committee of the National Association of Life Underwriters.

Over 50 Years Service

Death closed a career of more than half a century in life insurance, all of which had been with Berkshire Life for which he had been general agent at Pittsburgh since 1926. He was senior member of the firm of W. M. Furey & Son.

For 25 years Mr. Furey had been a member of the executive council of the National Life Underwriters Association, its chairman in 1917 and had served as vice-president.

Born in Bellefonte, Center County, Pa., 66 years ago, Mr. Furey came to Pittsburgh at the age of 15 and embarked in the insurance business with his uncle, the late H. D. W. English, general agent for the Berkshire. In 1905 he became his uncle's partner in the firm of English & Furey and on the death of Mr. English, in 1926, succeeded him as general agent.

Between chores about the office and other duties, he managed to pick up a belated schooling. He attended night sessions at Duff's Business College and when funds ran low, he bolstered them by writing life insurance for members of the faculty.

He had been in business 43 years in 1929 and to celebrate the anniversary he took into partnership his son, W. Rankin Furey. In December, 1934, he was named a director of the Berkshire.

Prominent in Civic Affairs

One of Pittsburgh's most widely known citizens, Mr. Furey was former president of the Pittsburgh chamber of commerce, a director and life member of Pennsylvania state chamber of commerce; member of the city's sinking fund commission; president of Western Pennsylvania School for the Blind; director of Homeopathic Hospital of Pittsburgh. He was very prominent in Masonry.

Celebration of his golden anniversary in the life insurance field brought together representatives of many civic

Insurance Ad Conference Annual Rally Is Sept. 12-14

DECISION AT MIDYEAR MEET

Powerful Benefits of Trade Press
Discussed at Gathering Held
in New York

NEW YORK, May 27.—The annual meeting of the Insurance Advertising Conference, which will mark the 15th anniversary, will be held at Briarcliff Manor, Briarcliff, N. Y., Sept. 12-14, it was decided at the mid-year meeting in New York last week.

A. A. Fisk, Prudential, conference president, reported before the general session that ten insurance companies and ten insurance journals have taken membership in the Audit Bureau of Circulations. He said, "This organization offers great protection for advertising expenditures." About 90 percent of newspapers in this country and Canada and 80 percent of national magazines belong to this organization, while less than one-half of the general trade press has been admitted to membership.

Laymen Better Informed

He commented on national advertising campaigns recently started by several companies and efforts being made by women's clubs and banks to educate the general public to the value of insurance. Various lines, such as personal accident, fire and life are being discussed more commonly by laymen, indicating awakened interest in insurance and an effort to determine the most suitable policies, he said.

E. M. Ackerman, associate editor "Insurance Field," New York, spoke on the value of insurance journals to insurance. The trade press, he said, over the years has exerted a powerfully beneficial influence; has helped to build and maintain morale. As a spokesman for the business the press has demonstrated it is a wise counsellor and unswerving friend. He said in connection with the value of A. B. C. circulation that advertising results depend largely on extent and character of circulation; an audited circulation should be regarded by advertisers as an indispensable factor before advertising is planned.

Market Expert Talks

A. W. Ramsdell, market research expert, spoke on the method of determining life insurance advertising appropriations. He advised isolating the market opportunity by counties through classification of circulation of advertising media, then grouping them by population and determining where pressure should be applied.

Heyworth Campbell, formerly with Conde Nast, spoke on advertising design and its construction.

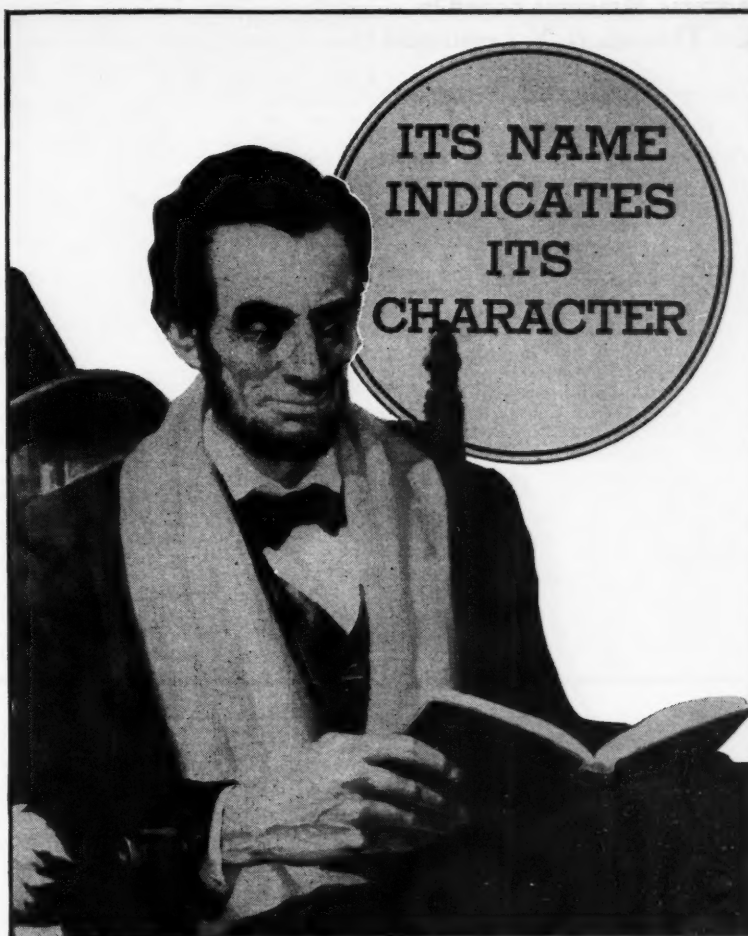
Life Conservationists Meet

The annual meeting of the Life Insurance Conservation Association was held in Toronto, features being displays of conservation form letters and printed material, and short papers by K. W. Ziegler, Mutual Life of Canada, B. R. Modeland, London Life, W. A. Green, Dominion Life, and A. A. Stanley, Sun Life.

The Independence Life of San Francisco, which has been operating as a mutual life and benefit association, has now been licensed as a mutual stipulated premium company, and will operate under chapter 9 of the California insurance law.

movements and prominent business men. Besides his widow, Mrs. Jessie Rankin Furey, he leaves his son, W. Rankin, and a daughter, Mrs. David Cooper, Wynnewood, Pa.

Burial was in Homewood cemetery.



GENEROUS

The Home Office of the Lincoln National Life will send *without cost*, type-written personally signed sales letters to prospects submitted by field men. Many of the letters are illustrated in color. They cover all popular policy plans. This free LNL service removes the need for cold canvas.



The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne, Indiana

Adverse Measures Failed to Get Through N. Y. Legislature

EIGHT ASKED INVESTIGATIONS

Fourteen Sought to Lower Permissible Interest Rate on Policy Loans

NEW YORK, May 27.—Many measures directed against the life insurance business failed of passage in the 1937 session of the New York legislature, which ended this month. No important adverse bills or resolutions got through.

The principal bills which failed included a series of eight resolutions to investigate the life insurance business. Fourteen measures proposed to cut the maximum interest rate in a way which would have seriously affected life company policy loans. The measure to permit savings banks to establish insurance departments similar to those in Massachusetts was also among those which failed to survive.

Somewhat less radical was a proposal for a new standard provision in life policies to bar the deduction from death

claims of unpaid fractional premiums. Another bill would have limited to \$2,400 the annual pension which might be paid to any officer or employee of a company domiciled in the state. Another measure would have penalized life companies for defending litigation where there might be grounds to believe that this was being done merely to effect an advantageous settlement.

The emergency mortgage loan moratorium prohibiting foreclosures solely because of failure to meet payments of principal was extended another year to July 1, 1938, as was the emergency deficiency judgment law, which holds down the amount of deficiency judgments by requiring that "a fair market value" be used in their calculations. Some other proposals which would modify the provisions of these two emergency laws somewhat are still pending before Governor Lehman. He has also under consideration a measure to repeal the law under which mortgages are foreclosed by advertisement. There were several bills which would have had a serious effect on mortgage lenders but all of these failed of passage in the legislature.

Of the more important bills the only adverse measure enacted was one which provides that the cost of repairs in connection with multiple dwellings when

made by a city in line with health and safety laws shall constitute a lien on the property ahead of existing mortgages. The bill had the support of Governor Lehman and Mayor LaGuardia of New York City.

Two measures broadened the law covering investment by companies domiciled in New York state. One of these provides that investment of capital and surplus in excess of deposit requirement may be made in certain transportation equipment trusts and in certain "adequately secured" receivers' and trustees' certificates. The other measure modifies the earning requirement of institutions of which securities may be purchased, the most important modification being that where the institution has taken over the assets of another institution the earnings of the one taken over may be taken into account in arriving at statutory earning requirements.

Committee to Analyze Laws

Also of interest is the resolution which was passed creating a joint legislative committee to make an analysis of the state's insurance laws and report on a recodification on or before Feb. 1, 1938. Another measure changes the present premium tax law, making the tax payable on gross direct business after certain deductions have been made. The resolution providing for an analysis of the state laws is of particular interest in connection with the recodification on which the New York department is now working. It is understood that the resolution has the support of the department.

Illinois Insurance Code up for Passage in Lower House

SPRINGFIELD, ILL., May 27.—The Illinois insurance code, senate bill 270, was advanced from second to third reading in the house this week and will be called up Wednesday for passage. It has already passed the senate. There were some three hours of debate during which 25 amendments came up for consideration. Two of the most important ones modifying the London Lloyds section were tabled.

The life insurance amendments were: Permitting burial societies to make settlements by paying funeral expenses in lieu of cash. Tabled.

Giving insurance companies one year (instead of six months) to comply with code provisions. Adopted.

Requiring that insurance companies may buy municipal plant bonds only after such plants are five years old. Tabled.

Permits writing of health and accident insurance persons over 65 years of age. Adopted.

Permitting insurance companies to print annual statements in papers located somewhere besides Chicago and Springfield. Tabled.

Joins N. W. Mutual Life

Dr. D. E. W. Wenstrand, medical director of the Northwestern Mutual Life, has announced the appointment of Dr. D. F. Ridders as assistant medical director on the home office staff. Dr. Ridders is a native of Waupun, Wis. He received his B. A. at the University of Wisconsin in 1926, and his M. D. at the University of Pennsylvania in 1929. After three years at the Germantown and the Philadelphia Children's hospitals, Dr. Ridders went to Milwaukee, where he was resident physician at the Milwaukee Children's hospital for a year. He then went into private practice until recently when he joined the Northwestern Mutual medical department. Dr. G. A. Harlow, senior assistant medical director of the Northwestern Mutual Life, and Mrs. Harlow have returned from a stay of almost five months in the west. They were at Tucson for January, February and March; in Santa Barbara, Cal., for April and early May, and before returning home spent a short time at Pasadena.

A. L. C. Medical Section's Annual Program Announced

SCHEDULE MANY DISCUSSIONS

Problems of Insurability to Be Taken Up at Gathering in Colorado Springs June 17-19

Complete program of the 27th annual meeting of the Medical Section, American Life Convention, at the Broadmoor, Colorado Springs, June 17-19, was announced by the A. L. C. executive office in Chicago. Dr. D. B. Cragin, medical director Aetna Life, the chairman, will preside. General discussion of papers by designated members and an open forum on other subjects are valuable features of the annual meeting, serving as a medium of interchange of ideas and experience on current problems of insurability. The program is:

Thursday, June 17, 9:30 a. m.

Chairman's address, Dr. D. B. Cragin, medical director Aetna Life.

Greetings—On behalf of Colorado membership, by C. J. Daly, president Capitol Life, Denver; from American Life Convention, by President T. A. Phillips, president Minnesota Mutual; from Association of Life Insurance Medical Directors, by Dr. C. T. Brown, medical director Prudential.

"Non-Diabetic Glycosuria," Dr. Alexander Marble, associate in medicine Harvard Medical School, Boston. The paper will be discussed by Dr. T. H. Dickson, medical director Minnesota Mutual, and Dr. W. E. Thornton, second vice-president and medical director Lincoln National Life.

"Pregnancy and Its Complications," Dr. J. A. Thornley Bowman, associate medical director London Life, London, Ont. Discussion of paper by Dr. H. W. Gibbons, medical director California-Western States Life, Sacramento; and Dr. R. L. Shields, assistant medical director Mutual Life, Waterloo, Ont.

Friday, 9:30 a. m.

"An Analysis of Overweight Mortality," Pearce Shepherd, assistant actuary, Prudential. Dr. H. A. Baker, medical director Kansas City Life, and E. M. McConney, vice-president and actuary Bankers Life, Des Moines, will discuss this topic.

"Prognosis of Extrapulmonary Tuberculosis," Dr. James J. Waring, professor of medicine University of Colorado, Denver. This paper will be discussed by Dr. J. A. Sevier, Colorado Springs, and Dr. E. F. Robinson, medical director, Business Men's Assurance.

Saturday, 9:30 a. m.

"Ultimate Prognosis of Hookworm Disease, Malaria and Amebiasis," Dr. A. C. Reed, professor of tropical medicine University of California, San Francisco. Dr. J. R. B. Hutchison, assistant medical director Acacia Mutual Life, and Dr. C. R. Henry, medical director Provident Life & Accident, will discuss the paper.

"Supplementary Examinations," Dr. A. J. Robinson, medical director Connecticut General Life. This paper will be discussed by Dr. H. H. Shook, medical director Ohio National Life; Dr. E. W. Rowe, medical director Midwest Life, and Dr. H. W. Cook, vice-president and medical director Northwestern National Life.

Open discussion from the floor will follow each presentation, and free expression of views is sought.

Dr. W. E. Thornton is vice-chairman of the section; Dr. B. F. Byrd, assistant medical director National Life & Accident, is secretary, and Dr. A. E. Johann, associate medical director Bankers Life of Des Moines, is program chairman and a member of the board of managers.

A dinner-dance is scheduled for the first evening. The business meeting and election of section officers will be held the second day, and on the last day the new officers will be introduced and installed.

Pennsylvania Appropriation

The Pennsylvania house committee on appropriations, in reporting the general budget appropriation for the next two years, gives the insurance department \$715,000, which represents an increase of \$70,000 over the last two years.

LOYALTY

On its Thirty-first Anniversary The Midland Mutual Life is represented by 449 agents, 152 of whom have represented this Company for from 5 to 31 years—average service period for this group, 13 years or a total of 1977 years of service:

Thirty Year Club	- - -	10
Twenty-five Year Club	- - -	12
Twenty Year Club	- - -	9
Fifteen Year Club	- - -	22
Ten Year Club	- - -	29
Five Year Club	- - -	70
Total Club Members	-	152

THE MIDLAND MUTUAL LIFE INSURANCE CO.

Columbus, Ohio

CHARTERED 1905

National Negro Insurance Association Holds Meeting

PUBLIC OFFICIALS SPEAKING

Great Gathering Being Held This Week at Augusta, Ga., Pilgrim H. & L. Is Host

The sessions of the 17th annual meeting of the National Negro Insurance Association are being held in Augusta, Ga., May 26-28. The Pilgrim Health & Life of that city is the host and its home office is the headquarters where registration was conducted. Deputy Commissioner Wright of Georgia and U. S. Judge W. H. Barrett, southern district of Georgia, are on the program. Business sessions during the day are held at the Haines Institute, a public meeting the second night at Tabernacle Baptist Church with Dr. T. W. Josey, medical director Pilgrim H. & L. as toastmaster; a medical section meeting the second afternoon, with Dr. G. W. White, Richmond Beneficial and fourth vice-president of the association, presiding, and an Agency Institute meeting the last morning.

First Session Is Held

President W. S. Hornsby, general manager Pilgrim H. & L., called the first session to order. Secretary W. Ellis Stewart, Supreme Liberty, reported, as did Statistician Cyrus Campfield, Atlanta Life, also Actuary A. M. Walker, Universal Life, and Historian M. S. Stuart, Universal Life. Mr. Hornsby then gave his annual address, and report of the executive committee was given by W. S. Scott, Guaranty Life, Savannah, Ga., chairman.

"The scientific approach to modern trends in life insurance practices," was discussed by Miss Esther Tibbs, actuary Afro-American Life. A discussion followed on "Some Legal Aspects of Life Insurance," "Claims," S. B. Thomas, supervisor of claims Pilgrim H. & L.; "Social Security," C. H. Mahoney, president Great Lakes, Mutual, and on "Government Agencies," "The Agricultural Conservation Program in the South," A. L. Holsey, Tuskegee, former secretary Tuskegee Institute, now in U. S. agricultural extension work; "Department of Commerce, Negro Affairs Division," J. R. Houchins, Washington; "Federal Credit Unions," H. A. Hunt, Washington.

Hold Evening Meeting

At the evening session greetings were extended by Mayor Allen, J. S. Perry, secretary-treasurer Pilgrim H. & L.; representatives of churches, schools and civic bodies, from Deputy Commissioner Wright and from U. S. Judge Barrett, with response by C. C. Spalding, president North Carolina Mutual Life.

H. H. Pace, president Supreme Liberty Life, and general counsel National Negro Insurance Association, gave a talk.

In the Thursday morning session there was a discussion of "Immediate Problems Facing Our Companies," "Premium Loading," A. M. Walker; "Specific Agency Expense," A. T. Spaulding, actuary North Carolina Mutual Life; "Investments," D. D. Shackelford, auditor Louisiana Industrial Life; "Man Power," Aaron Day, Jr., supervisor of sales training of the North Carolina Mutual Life; "Ethics in Personnel Selection," G. D. Rogers, president Central Life; "Conservation of Business," A. W. Williams, secretary Unity Mutual Life, and R. W. Brown, secretary Winston Mutual Life; "The College and University Approach Toward Training for Life Insurance Work," "Home Office," Mrs. O. P. Williams, Morris Brown College; "Field," J. B. Blayton, Atlanta University.

Memorial services were held in the

afternoon, Chaplain J. H. Lewis, Afro-American Life officiating.

Medical Section Discussion

The Medical Section met, discussing "The Health Program of the Association," "Suggestions for Carrying Out Negro Health Week Program," Dr. G. W. White, Richmond Beneficial, and Dr. S. W. Smith, Victory Mutual Life; "Selection of Risk—Ordinary," Dr. T. W. Josey, Pilgrim H. & L.; "Selection of Risk—Industrial," Dr. M. D. Bryant, Guaranty Life; "Public Health," Dr. M. O. Bousfield, Supreme Liberty Life.

A general session also was held, with discussion of "Building a Risk-Conscious Agency Force," A. Douglas Doss, agency director Mammoth L. & A.; "Some Problems of a Company Writing Sick and Accident Insurance," N. H. Martin, comptroller-manager Central Life. The Friday program is:

Morning Session, May 28

10 a. m.—Meeting of all committees.
11 a. m.—Called to order.

Agency Institute

Report of Committee on National Negro Insurance Week, C. L. Townes, secretary-manager Virginia Mutual Benefit Life.

Our Biggest Opportunity for Service, G. W. Cox, vice-president and agency director North Carolina Mutual Life.

Building Man Power—A. Management and Leadership, J. C. Johnson, Pilgrim H. & L., Atlanta. B. Selection of Men, J. G. Ish, Jr., agency officer Supreme Liberty Life. C. Training of Men, H. W. Russell, Atlanta Life, and a representative of North Carolina Negro Insurance Association. D. Supervision, J. T. Betsch, Afro-American Life; C. H. Fearing, president Washington Managers' Insurance Association.

Motivating the Field Man, C. R. Alexander, Underwriters Association of Maryland.

Sales Psychology, H. W. Baumgardner, Pilgrim H. & L.

Selling Industrial Insurance from the Agent's Viewpoint, A. J. Clement, Jr., president Richmond Negro Underwriters Association.

Selling Ordinary Insurance from the Agent's Viewpoint, A. L. Clement, Jr., representative South Carolina Negro Underwriters Association.

Report of committees.

Unfinished business.

Election of officers.

Adjournment.

Federal Investigation

Federal investigation of fraudulent accident claims against insurance companies became public last week with charges against four men of using the mails to defraud. The four are alleged to be heads of a syndicate which it is believed spread throughout the country. Those named are Dr. Hirsch L. Messman, Elias Garrow and Joseph Garrow, attorneys, and Cyrus P. Gordon, described as "conservator" for an insurance company the identity of which was withheld. Eleven others were caught and further arrests to total at least 100 are to come, it is declared.

It is charged that claimants were doped like race horses in the enactment of the swindles. Disability was simulated so perfectly that experts were unable to detect fraud. The annual frauds are estimated as high as \$25,000,000.

Pittsburgh Achieved Honors

A. F. Haas, manager of the Pittsburgh agency of the Mutual Life of New York has announced that five representatives of the agency are on the company's list of 100 leading producers, for April, out of approximately 8000 representatives.

Out of the 50 best nation-wide records in lives insured, M. V. Hyde of New Castle, Pa., stood No. 3; W. K. Rennie of Glassport, Pa., No. 40; J. N. Latiano of Ellwood City, Pa., No. 42 and W. B. Lichliter of Somerset, Pa., No. 43. In volume of paid-for business C. Benjamin of Pittsburgh stood in 7th position and Mr. Hyde No. 25.

Out of 75 agencies, the Pittsburgh occupied 6 places on the two lists of the 50 best records in lives insured and volume.

BEHIND THESE FIGURES

THE
NATIONAL
LIFE AND
ACCIDENT
INSURANCE
COMPANY
INCORPORATED
SHIELDS
YOU

\$ 80,734,482

INCREASE OF LIFE INSURANCE IN FORCE DURING 1936

\$ 536,728,355

TOTAL LIFE INSURANCE IN FORCE DECEMBER 31, 1936

ON THE SAME FOUNDATION
STILL STANDS THE SHIELD OF
PROTECTION WHERE IT HAS
STOOD FOR THE LAST 35 YEARS

STRENGTH
INTEGRITY
FAIR DEALING
Progressiveness

The

NATIONAL LIFE AND
ACCIDENT INSURANCE CO.

C. A. CHASE, Chairman of Board 120 W. B. WILKS, President

Home Office

NASHVILLE, TENNESSEE

35th Anniversary Celebration in Nashville—April

W. B. WILKS, President

ANNUITY EXPERIENCE OF 1936 SHOWN

(CONTINUED FROM PAGE 2)

Name of Company	Annuity Prem. Inc. 1936	Annuity Payments 1936	Annual Income Now Payable No.	Amount	Def. Inc. Payable No.	Amount
Grt. Southern.....	19,867	8,533	45	9,507	139	60,653
Great-West.....	911,210	229,303	428	206,280	2,283	1,598,131
Group.....	1,401	169	2,446	296	107,661
Great Western.....	80,585	6,911	37	6,564	96	49,814
Guaranty Income.....	877	1	417	1	60
Guaranty, Iowa.....	5,691	2,950	8	1,500	24	9,850
Guardian, N. Y.....	1,670,358	309,061	741	295,991	4,083	2,082,425
Guardian Natl.....	3,318	3,318	9,250
Gulf, Fla.....	48,268	2,722	10,443
Gulf States.....	5,679	1,001	1,566	2,508
Hercules.....	461	12,441	22	12,140	2	3,475
Home, N. Y.....	522,885	344,878	733	335,159	639	347,875
Home State.....	195	2,300
Ill. Bankers.....	15,285	10,679	1,816	38,399
Imperial, Canada.....	516,627	125,860	245	123,414	277,874
Indianapolis.....	228,191	26,099	132	32,192	796	213,537
Jefferson Std.....	345,994	58,516	53,040	8,177,860
John Hancock.....	17,095,927	2,212,210	5,308	2,122,551	19,096	719,205
Kansas City.....	1,457,171	1,059,457	3,278	644,930	2,083	8,713
LaFayette Life.....	16,982	2,824	2,154	3,540
Lamar Life.....	4,016	1,323	1,595	303
Liberty, Kans.....	300	1,818	5	449	2	600
Life & Cas., Tenn.....	2,000	672	4	873	1
Life of Detroit.....	1,038,305	238,234	238,174	611,769
Life of Va.....	986,606	94,918	272	118,254	669	323,050
Group.....	19	14,112	1,737
Lincoln Liberty.....	68,676	1,955,856
Lincoln Natl.....	2,040,329	701,104	1,935	415,552	4,014
London Life.....	153,233	168,041	1,222	406,087
Group.....	69,275	6,590	93	7,389	2,230	606,710
Manhattan Life.....	218,541	25,360	97	36,396	101	51,703
Manufacturers.....	2,805,284	416,358	531,884	1,561,890
Group.....	29,126
Maryland.....	19,798	2,508	3,427
Mass. Mutual.....	13,407,614	3,357,349	7,785	2,685,851	25,921	14,141,160
Mass. Sav. Bk.....	1,336,167	488,871	6,916	1,054,220
Metropolitan.....	45,950,246	8,276,489	6,405	2,581,003	7,510	5,131,268
Group.....	5,193	5,593,903	168,454	42,160,237
Michigan Life.....	3,125	6,171	7,117	4,130
Mid-Continent.....	2,983	703	3	703	31	17,957
Midland Life.....	14,925	10,498	3,824	14,363
Midland Mut.....	528,291	41,814	48,133	495,980
Midland Natl.....	900	555	1,170	3,996
Midwest Life.....	1,844	2,590	7	2,590	27	7,143
Ministers Mut.....	12,262	1,098	1,664
Minn. Mutual.....	912,310	193,904	198,606	769,898
Group.....	4,852
Montana.....	146,234	15,746	66	15,105	113	62,773
Mutual Benefit.....	2,818,782	604,472	1,388	632,447	1,338	868,751
Mutual, Can.....	475,935	106,146	107,506	515,228
Group.....	1,389	588,767
Mutual, N. Y.....	21,694,820	6,394,118	16,650	6,202,419	25,925	12,475,549
Mutual Trust.....	369,129	38,234	184	39,790	1,158	451,181
Natl. Fidelity.....	6,297	2,883	15	2,949	1	460
Natl. Guardian.....	126,382	19,757	12,779	143,111
Natl. L. & A.....	107,953	6,320	19	6,389	2,279	1,144,610
Natl. Life, Iowa.....	2,114	880	1	880	21	4,414
Natl. Life, Vt.....	4,680,952	2,776,107	2,864,113	1,777,659
Natl. Reserve.....	4,725	4,299	6,373	3,850
New England.....	8,844,388	2,437,631	2,411,281	10,006	6,695,292
New World.....	64,289	7,066	32	8,496	144	30,360
New York Life.....	47,545,663	10,860,958	21,822	9,223,048	50,411	30,683,981
North Amer., Can.....	1,625,272	182,988	92,003	1,484,126
North Amer., Ill.....	21,079	1,412	2,087	21,577
Northern, Can.....	21,046	7,639	3,052	72,815
Northern, Wash.....	53,715	9,039	10,290	39,963
Northwestern Mut.....	8,167,416	2,244,297	8,393	2,520,505	1	1,201
Northwestern Natl.....	854,944	168,212	186,025	6,122
Occidental, Cal.....	2,210,444	83,223	407	138,149	294,801
Group.....	14	9,985	7,287	1,255,321
Ohio Natl.....	523,533	76,901	147	55,776	1,187	537,816
Ohio State.....	197,850	12,164	15,736	154,000
Old Line.....	80,649	5,735	34	7,445	4	198
Oregon Mut.....	300,212	68,483	55,504	231,424
Pacific Mut.....	747,967	641,882	2,963	1,095,897	12,614	5,497,110
Pacific Natl.....	11,528	1,135	375	41,260
Pan-American.....	260,618	73,117	113	30,940	668	361,868
Penn Mutual.....	15,055,298	5,944,284	12,839	4,493,980	22,723	12,329,750
Peoples, Ind.....	32,331	8,795	72	8,622	79	61,278
Philadelphia.....	4,290	3,417	2	1,260	1	240
Phoenix Mut.....	4,330,395	3,195,670	6,586	3,107,918	7,267	3,431,735
Pilot, N. C.....	36,658	2,124	3,241	23,651
Postal Life.....	100,798	67,603	72,230	1,024,104
Presby. Ministers.....	629,039	77,471	88,479	16,082
Protective, Ala.....	61,014	2,525	2,552	188,946
Provident L. & A.....	10,995	2,566	10	2,638	4,120
Provident Mut.....	4,112,839	1,484,486	4,718	1,594,796	7,925	3,684,071
Prudential.....	48,691,933	6,035,859	11,951	5,216,357	20,289	11,542,701
Group.....	984	1,387,597	95,391	19,515,891
Puritan.....	4,000	2,302	2,177
Pyramid, Ark.....	8,572	724	6,681
Pyramid, Kan.....	1,495	325,671
Reliance, Pa.....	780,278	213,408	646	214,161	761
Reserve Loan.....	5,000	1,174	4	1,305	420
Rockford Life.....	1,380	1,380	3,694
St. Louis Mut.....	4,788	2,480	2,710	492,106
Security Mut., Neb.....	106,246	3,151	5,252	7,119
Security Mut., N. Y.....	72,004	6,899	29	7,611	23	2,455
Shenandoah.....	75,806	10,090	26	15,258	6	6,505
Elective.....	40	24,624
Southeastern.....	23,060	199	98	120,036
Southland.....	61,612	7,465	18	6,005	596
Southwestern.....	222,929	54,508	60,610	18,593
Standard, Pa.....	39,502	7,274	4,435	700
Standard, Miss.....	131	245	106,502
State Farm.....	59,542	2,064	24	3,733	92,777
State, Ind.....	2,705	2,078	2,267	7,198
State Mutual.....	1,687,169	538,698	543,285	3,785,547
State Reserve.....	1,640	421	241	9,488,918
Sun, Canada.....	13,537,422	11,507,237	9,816,643	10,322
Group.....	60,698	21,448,138
Sun, Maryland.....	11,780	1,993	1,549	1,749
Teach. Ins. & Ann.....	7,539,617	541,832	1,371	629,670	14,198	13,125,323
Texas Prudential.....	365	1	365	6	168,029
Travelers.....	16,208,413	4,659,507	6,753	3,660,185	13,167	10,821,569
Group.....	152	165,504	1,177
Union Central.....	7,884,432	965,994	2,856	1,072,446	13,128
Union Coop.....	35,815	695
Group.....	34,560
Union Labor.....	13,765	634	66	18,308
Union Mutual.....	71,002	15,917	62	22,443	323
Union Natl.....	312	184	61,602
United Ben.....	27,397	3,194	9	3,893
United Fidelity.....	4,197	575	575	21,000
United States.....	48,477	20,026	60	19,512	68	35,402
Volunteer State.....	75,153	4,553	13	5,358	79	152,086
Washington Natl.....	67,353	5,040	10	3,396	509
West Coast.....	90,118	17,607	23,427	103,136
Western Amer.....	2,367	200

"Men of Malvern" Will Gather at Frank Davis' Grave

The "Men of Malvern," constituting an intimate body of people who attended the obsequies of the late Vice-president Frank H. Davis of the Penn Mutual Life at Malvern, Ia., a year ago, have a very affectionate and tender regard for that vibrant and wonderful personality. Some of these will go to Malvern, Ia., on Memorial Day to dedicate a granite stone, some six feet high, to mark his resting place in the country cemetery that is on the native heath of Frank Davis. This is a rough monolith known as Salida, California, granite, of the same character as was used in the Lincoln memorial at Washington. It will have a bronze plaque with proper tribute to Mr. Davis.

A. M. Embry, manager of the Equitable Life of New York at Kansas City, an old friend and associate of Mr. Davis, will preside at the ceremonies about the grave. E. Paul Hutter, agency secretary at the head office of the Penn Mutual, will speak the tribute.

Many Plan to Attend

The memorial services will be held in Malvern at 11 a. m. May 30. At least 25 outstanding life men have expressed their desire to attend, among them A. E. Patterson, vice-president Penn Mutual, Philadelphia, and I. A. Lewis, manager Equitable Life of New York.

The inscription is: "Frank H. Davis—1880-1936—Respected for his Candor, Admired for his Courage, Beloved for his Unselfishness. By Faith and Action, he lighted the pathway of trust and goodwill, and through his vision, courage and human understanding, he inspired men to build better than they knew how. 'The world makes way for a man who knows where he is going.' This monument has been erected by his friends and his two brothers as a lasting memorial of their deep and abiding affection."

New Handbook for Maryland, Delaware and Dist. of Col.

The Underwriters' Hand-Book covering Maryland, Delaware, District of Columbia has just come from the press of THE NATIONAL UNDERWRITER. This book, which is published every two years, is the recognized reference book on these three areas insurance-wise.

The main feature of this new book is the complete list of agencies in these areas, fire, casualty and life. This shows the companies represented by each agency in each turn, the members of the firm, date established, other business transacted and the address.

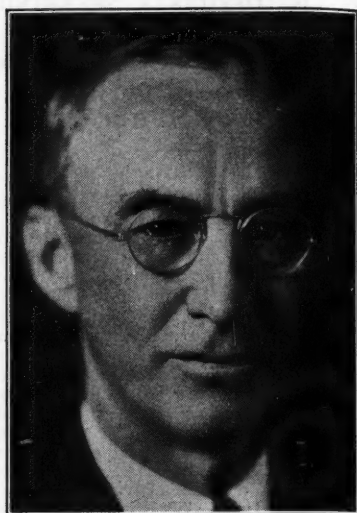
Besides the agency information there is also given complete data on companies licensed to operate in this territory. Information in this section covers the name of the company, officers, financial statement and local field representatives. Data is found in this section on numerous companies which are too small or operate only locally so as not to be found in other publications. For easy cross reference the list of the field representatives is also arranged alphabetically.

Statistical data given shows fire and life insurance in Maryland for six years and casualty insurance for two years, classified as to lines written. Other data of importance in these states, insurance-wise, included in this new book is a list of organizations, adjusters, insurance laws and short rate tables.

The Old Republic Credit Life of Chicago has applied for admission to California.

Western & South.....	13,244	15,397	24,036
Wisconsin Life.....	22,923	2,462	2,222
Wisconsin Natl.....	45,663	7,333	8,939
Yoemen Mut.....	36,795	1,647	2,901

Director Palmer Had Appendix Operation



ERNEST PALMER

Ernest Palmer, Illinois director of insurance, underwent an emergency operation at midnight Saturday of last week for appendicitis at St. John's Hospital, Springfield, Ill. He has been under a great strain on account of the proposed Illinois insurance code, which he was agitating very strenuously. Naturally he has been very busy on this and had major problems before the department which kept him working at high tension. He spoke at the banquet of the Illinois Association of Insurance Agents at Springfield, Friday night. He had had an attack two or three weeks previously but did not regard it as serious. He had an acute attack of pain in his abdomen Saturday afternoon, went home and late at night it was found necessary to operate. It was discovered that there was seepage from his appendix which caused some infection. While naturally he is restless, his mind is cheerful and he seems to be moving along fairly well. This incident comes right in the midst of a hard fight for the code but his associates in the department, headed by Assistant Director Roy L. Davis, are taking up the cudgels enthusiastically.

Mr. Palmer is president of the National Association of Insurance Commissioners, whose annual meeting will begin June 21 in Philadelphia. At this time it is, of course, impossible to say whether Mr. Palmer will be in shape to attend or not. He had outlined some forward movements for the organization.

Inspect Houston Facilities

HOUSTON, TEX., May 27.—M. L. Hoffman, assistant managing director National Association of Life Underwriters, visited Houston to inspect its facilities for accommodating the 1938 national convention of life underwriters. Mr. Hoffman has already inspected the other possible convention city, St. Louis. He will make reports on the two cities at the August convention in Denver.

Houston has been trying to land the convention for three years. That fact, coupled with the fact that no southern or southwestern city has ever been awarded the convention, leads Houston boosters to hope that the association will vote to come here in 1938.

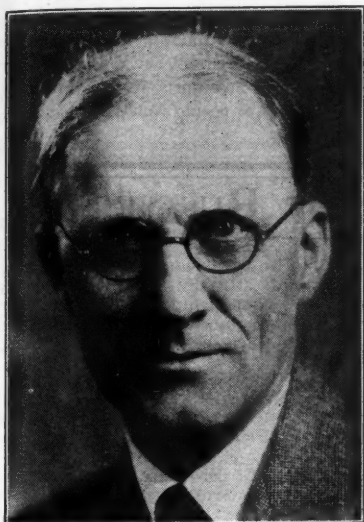
Addresses Realty Board

Allen Gates, Penn Mutual general agent for Arkansas, addressed the Little Rock Real Estate Board on New Deal policies, criticizing governmental activity in the realty mortgage field.

Lutheran Mutual Aid Is to Change Basis

(CONTINUED FROM PAGE 3)

the books. It does not feel justified in spending time and money in fighting legislation which would eliminate the unsound fraternal. The Lutheran Mutual Aid finds that this defensive fighting creates sales resistance. There are strong fraternal and weak ones but in



J. E. HEGG

President Lutheran Mutual Aid

the fight that is made all are classed in the same category.

Coming to the open contract which is the assessment clause, the management of the Lutheran Mutual Aid is convinced that it is a wise measure and yet it points out the fact that the public is not. Therefore the assessment clause constitutes a weapon in the hands of competitors and especially twisters. Regardless of the fact that the Lutheran Mutual Aid has passed the point where any assessment is ever liable, yet the clause must be retained so long as it is a fraternal.

Furthermore, there are certain legal restrictions as to beneficiaries, certificate requirements, non-medical business, juvenile death benefits, etc., which have to be observed by a fraternal. These restrictions, as President Hegg points out, hamper agents and impede progress without in any way that the management can see safeguarding the business.

Policy of the Company

President Hegg announces that the Lutheran Mutual Aid will retain the same rigid, old line valuation basis on which it now operates. It will confine its membership to Lutherans only. There will be no voting by proxy. The Iowa laws and the proposed articles of incorporation provide that existing contracts shall not be affected by the transformation.

The Lutheran Mutual Aid has not decreased its dividends during the depression period. At its meeting Feb. 17, last, the directors declared a special dividend in an amount equal to the regular dividend. This reveals the company to be on an extremely strong basis financially.

President Hegg has been with the Lutheran Mutual Aid since August, 1928, first as superintendent of agents and during the last three years as president and superintendent of agents. Previous to that, for four years he was superintendent of agents of the Lutheran Brotherhood of Minneapolis, one of the fine fraternal.

At the convention in Milwaukee, General Counsel F. P. Hagemann presented the plan for reorganization on a mutual, old line, legal reserve basis and after it was carefully explained the favorable vote was unanimous.

At the convention A. C. Ernst of

Stillwater, Minn., was elected vice-president; W. G. Voecks, secretary; John Pedderson and H. W. Burtness of Chicago, H. F. Roehl of Dubuque and F. U. Carlborg, Evanston, Ill., directors.

Its assets as of Dec. 31, were \$6,973,202, of which 47.6 percent were first mortgages, 27.5 bonds, 7.2 real estate, 9.1 policy loans, 3.2 cash. Its legal reserve was \$5,615,218, dividend reserve \$140,000, contingency reserve \$465,631, net surplus \$393,369. Its solvency ratio is 117.06 percent. Its mortality ratio was 36.99 percent and its interest earned was 4.24 percent. It has \$49,117,387 insurance in force. It has made a gain of insurance in force every year, in 1930 the figure being \$30,093,652.

Unionization Activities in Insurance Cause Concern

The National Association of Insurance Workers, which has been organizing industrial life solicitors, has been incorporated at Columbus by F. J. and J. K. Walker and H. B. Holmes, an attorney. The purposes set forth by the charter are to cultivate social and business relations, exchange views, settle controversies, oppose inimical legislation, record statistics, adjust differences, etc. The organization has already made considerable progress, it is reported, in its unionization efforts in Cincinnati.

Concern is being expressed in some quarters in San Francisco that operations of the American Federation of Labor in the unionization of clerks in life and various other types of insurance offices may be extended to agents of life companies operating in that city. While the majority of companies are living up to the "Riehle plan" agreement for elimination of part-timers and marginal producers, it is known that companies are not adhering to the plan strictly. This is leading to resentment of agents. It is felt union organizers might find in certain quarters a fertile field for their activities.

So far as is known, no effort has been made to unionize San Francisco life agents, and just what the reaction would be is a matter for conjecture. According to reports several hundred clerks have become affiliated with the A. F. L. and it is pointed out this may well lead to unionization of agents. The C. I. O. also is endeavoring to organize a union among bank, insurance and mercantile clerks and has held several meetings for this purpose.

UNAFFILIATED UNIONS

MILWAUKEE, May 27.—The Independent Union of Northwestern Mutual Employees, recently incorporated, has adopted by-laws and elected a board of 21 directors representing the various home office departments. The independent union has a membership exceeding 1,270 and including most of the eligible employees. This union is entirely independent of the company and is not affiliated with the American Federation of Labor or with the Committee for Industrial Organization. Organization meetings and all other activities are being carried on outside of the home office building and regular office hours.

Officers are William Minehan, president; William Ahrens, vice-president; Donald Behling, secretary, and R. H. Gutsch, treasurer. The union plans to file a request for registration with the Wisconsin labor relations board.

Employees of the Old Line Life home office here also are understood to be incorporating an independent union. The Old Line Life voluntarily put into effect early in May a five-day week for office employees, closing Saturdays except for a skeleton force to handle urgent business. Daily office hours now are 8:30 a. m. to 4:30 p. m., with one-half hour off for lunch. Officials stated this plan had been considered for several months.

Connecticut—The house banking committee has reported favorably on a bill permitting savings banks to write life insurance. The chamber will take action in a few days.

Plans Being Made for Women's Division Meeting

Miss Helen Rockwell of the National Life of Vermont at Cleveland, who is chairman of the women's division of the National Life Underwriters Association, is preparing the program for that section of the convention. There will be an all-day meeting Aug. 24. Sara Frances Jones of the Equitable Life of New York in Chicago is chairman of the quarter million dollar round table for women. All the insurance women will meet that morning. The quarter million dollar round table people will go to Troutdale hotel, Evergreen, Colo., about an hour's ride out from Denver, to have lunch and then they will conduct a round table afterwards. The other women will continue in Denver during the afternoon and all hands will go to Troutdale for their evening meal. Miss Marie Parker of the Equitable Life of New York in Denver, chairman of the women's committee, is in charge of local arrangements for the convention.

Last year there were 93 women that qualified for the quarter million dollar round table. Miss Jones has sent out the questionnaire to women agents, ex-

pecting that many more will qualify this year.

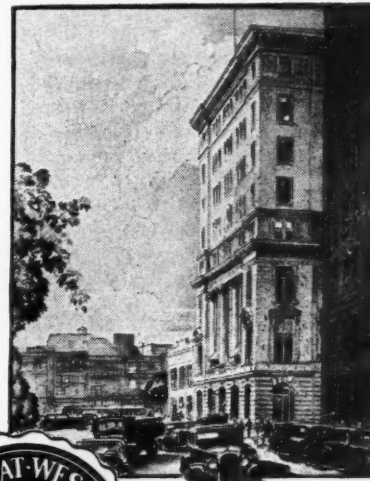
Case Under Advisement

Following several hearings on the case of the Benjamin Franklin Life against an agent of the Prudential, the California department announced testimony is being taken under advisement and a decision soon will be made. The case involves alleged actions of the Prudential representative in allegedly attempting to "twist" a policy previously issued by the Benjamin Franklin, a former assessment company which now operates as a stipulated premium company.

Writing Many Juvenile Policies

The Equitable Life of New York started to write juvenile insurance on children from ages 6 to 10 about a month ago. Already the agents have found that it is a splendid adjunct to their kit of tools. A large amount of business has been written and the by-products are especially interesting as the salesmen have found that it is a very appropriate approach. While a man may not be interested especially in buying insurance for a child, it opens the way for an easy approach to him.

*A Policy
for
Every Person
and Purpose*



FOUNDED

IN 1892

A Good Company to Know

The Great-West Life Assurance Company is one of the largest Life Insurance institutions on the continent, having reached that position in 45 years of service to an ever-increasing body of policyholders and their dependents. Its finances are proverbially sound; its policies are attractive—a policy for every person and purpose—and its reputation second to none.

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE • WINNIPEG, CANADA

ASSETS - - - - - \$150,005,674
INSURANCE IN FORCE - - - - - \$575,844,591

EDITORIAL COMMENT

Getting the View of Purchasers

It is always of great value to get the viewpoint and sentiment of consumers. "Good Housekeeping" recently made a survey of 2,000 of its readers to try to get their slant on life insurance. Sometimes when those who pay premiums frankly express their views they may be a revelation and a surprise to those that are in the business. Certainly this rather limited survey by "Good Housekeeping" indicates that there may be a need for revamping of sales, educational and advertising methods.

Are companies and agents offering the sort of information that policyholders demand to make them more insurance minded and to inspire firmer confidence?

It was certainly rather surprising to find

out that of the number of men answering the questionnaire 81.2 percent want to know more about life insurance and of the wives 85 percent. The answers to the questionnaire revealed a certain lack of knowledge as to some of the essentials of life insurance protection and what it can do. We should not end with people thinking that life insurance is a good thing and should be purchased. They should be convinced that it is essential and they should know what adaptations can be made. They should know why their insurance is fitting exactly to their own individual needs. These surveys are revealing in their nature and deserve most earnest consideration.

DeCelles on Industrial Insurance

COMMISSIONER DECELLES of Massachusetts does not hesitate to condemn insurance practices which in his mind are unfair. He has given profound study to industrial life insurance. There is no form of protection that is so persistently and violently attacked as industrial. The present effort to unionize insurance agents springs chiefly from ex-industrial agents who have a fancied grievance. Industrial insurance is criticized because the cost is much higher than ordinary life insurance. It is criticized because of the fact that the proceeds do not get into proper hands.

Commissioner DECELLES calls attention to the fact that the mortality on industrial insurance is much higher because many policyholders in this class would not be accepted for the ordinary classes of insurance at regular rates. Many policyholders are following occupations that are quite hazardous. The accidental death rate among males is 50 percent more than those having other kinds of insurance. Then he cites the fact that the industrial policy contains disability and accidental death benefits not found in the average ordinary pol-

icy. The mortality therefore among the industrial class runs from 33 1/3 percent to 50 percent more than those carrying regular lines of insurance. Furthermore the expense is higher because collections are made weekly. When all the various factors are taken into consideration Mr. DECELLES finds that the cost is not excessive.

He does call attention to the fact that there is dissatisfaction over the so-called facility of payment clause. While perhaps 98 percent of the settlements get into the hands of blood relatives there has been dissatisfaction developed among members of a family that paid the premiums and those that received the benefits. However, this seems to be remedied now because some companies are requiring or permitting a named beneficiary in all policies. The commissioner feels that this should be extended to all companies writing industrial insurance.

Critics of the industrial life insurance system will find little to encourage them in their attacks on industrial insurance in the observations of Commissioner DECELLES.

Knowing One's Subject Well

THE MIDLAND MUTUAL LIFE, in its house organ, adopts a rather constructive policy in that it publishes in its entirety a contribution by Dr. R. L. MORTON of OHIO STATE UNIVERSITY entitled "A Study in Insurance," which appeared in a recent issue of "Ohio Schools." Then following Dr. MORTON's observations and criticisms is a reply by Roy W. KUBLE, a C. L. U., and a MIDLAND MUTUAL man, who points out the fallacies in the MORTON article.

He uses a very homely and yet rather graphic comparison. For instance, he calls

attention to one attempting to button a garment after getting the first button in the wrong hole. With children, he said, parents recall that they did this in an attempt to prove the garment did not fit. He uses this as the basis of his analysis of Dr. MORTON's article showing that he got started wrong and therefore keeps up the error all the way through.

Dr. MORTON spends most of his time criticising endowment insurance, claiming that it is unfair to policyholders and traveling along the road that many people

in his profession do when they write about life insurance clings tenaciously to the pure protection argument. Mr. KUBLE states that in case of a legal reserve policy the protection grows less as the savings increase. This is as it should be, he adds, and explains the remarkable growth of legal reserve endowment insurance in contrast to writing of assessment insurance or term.

Mr. KUBLE uses another rural illustration to show how erudite professors go wrong by not knowing just how the wheels go round. He tells a story of a teacher asking a boy a question. "If eight sheep were in a field and one jumps over the fence, how many are left?" Then the

teacher with correct mathematical reason tried to convince the boy that there would be seven. The boy sagely replied, "You may know arithmetic but you don't know sheep." So using this in connection with Dr. MORTON's article, Mr. KUBLE says that Dr. MORTON knows more about mathematics than "most of us can ever hope to know but the final test of any project is the result at the end."

There have been a number of professors and so-called technicians that have endeavored to condemn the investment feature of life insurance. Yet had it not been for this same investment feature, hundreds of thousands of people would not have had any savings.

PERSONAL SIDE OF BUSINESS

C. F. DAVIS of Indianapolis has been honored by the State Mutual Life on his 20th anniversary with the company. His large personal business prompted him to give up general agency work in 1929. His policyholders are scattered from coast to coast.

President B. J. Perry of the Massachusetts Mutual Life and Mrs. Perry will sail on the "Hamburg," leaving New York June 5, immediately following the annual convention of the company's agents association in Chicago. Following a brief tour of Germany and France, visiting Berlin and Paris, Mr. and Mrs. Perry will go to England and Scotland, in which countries they will spend most of their time overseas. On the return voyage, they will sail from Southampton on July 10.

C. Edwin White, superintendent of agents Continental Assurance, Chicago, will make a trip to the Pacific Coast early in June.

F. D. Albritton, sales director Great Southern Life, addressed the Houston Real Estate Board on "Salesmanship."

E. L. Trinkle, president Shenandoah Life of Roanoke and former governor of Virginia, will deliver the commencement address at the College of William and Mary at Williamsburg, Va., June 7.

H. V. Montgomery, San Francisco general agent for the State Mutual Life, has recovered sufficiently to return to his offices. Mr. Montgomery was confined by an injured foot and shortly following his return was returned to the hospital for an emergency appendectomy.

Charles Edward Crane, advertising manager National Life of Vermont, has written a book that is getting very favorable reviews in literary circles. The introduction is by Dorothy Canfield, widely known author. The title is, "Let Me Show You Vermont." The New York Times "Book Review" says, "Mr. Crane gives wit and flavor to his picture of a state that has distinctive character." The reviewer concludes:

"Mr. Crane is as well aware as anyone of the humors and peccadillos of his fellow Vermonters. His book is itself an excellent illustration of the Vermont spirit at its best. It can be recommended to all who like good English,

quiet but by no means spineless wit, and a civilized attitude toward things in general. Those who read it, and they should be many, will learn something about America as well as something about Vermont."

B. A. Hedges, Kansas manager Business Men's Assurance, was elected president of the Wichita Lions Club last week, being elevated from first vice-president. G. B. Tack, district agent National of Vermont, has been secretary for several years but was not a candidate for reelection. A. N. Booth, recently appointed general agent Massachusetts Mutual Life, spoke in connection with Life Insurance Week on "Why Americans Are Different from Other People."

D. A. Rafferty, 36, assistant to the general agent, New England Mutual Life, Cleveland, died suddenly. Recently he went to a hospital for treatment. He worked in the home office for 10 years, was transferred to Cleveland as office manager in 1929, later adding duties of assistant to the general agent. He was active in the Cleveland Life Underwriters Association and was chairman of the supervisors group.

W. K. Niemann, agency manager of the Bankers Life of Iowa, has a new boy born May 21, William K. Niemann, III. His father has furnished his friends with the following information:

Weight—8 1/2 pounds.
Wheelbase—21 inches.
Power—2 lungs.
Chassis—Rugged.
Color—Red.
Finish—Smooth.
Lights—Blue.
Lubrication—Summer oil.
Tires—Sleeps all the time.

President B. J. Perry of the Massachusetts Mutual Life, taking advantage of Life Insurance Week activities encouraged the entire personnel in the office to invite relatives and friends to make an inspection tour of the home office. He set May 20 as "Family Day." During the afternoon from 1 to 4 o'clock all employees were asked to escort guests through the various departments. It is estimated that 375 visitors availed themselves of the opportunity to look at the wheels turning in a life insurance home office. They were especially interested in the tabulating and machine department, also the direct mail advertising division. Leather keytainers and me-



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chanical pencils were given to all visitors.

Roy C. Campbell, assistant secretary of the Central Life of Iowa, has completed 25 years with the company. In appreciation he was presented with a bouquet of 25 roses, along with the personal compliments of fellow officers and friends. He is head of the agency department.

President Crawford H. Ellis presided at a luncheon of the directors and officers of the **Pan-American Life** of New Orleans, held at Antoine's world famous restaurant, commemorating the silver anniversary celebration of that company. One of the features of the luncheon was the presentation of a beautiful silver

trophy by the directors to Mr. Ellis, Vice-presidents E. G. Simmons, E. J. McGivney and Marion Souchon—the senior officials and founders—in honor of their 25 years of service.

Frank P. Samford of Birmingham, president of the Liberty National Life, has sailed on a six weeks European trip. There was an agency convention at the head office last week and his talk was the chief feature.

Paul Johnson, Cincinnati manager of the Fidelity Mutual Life, is scheduled to speak on salesmanship at the national convention of Flint, Eaton & Co., pharmaceutical chemists, Decatur, Ill., May 28.

NEWS OF THE COMPANIES

Close Trans-Mississippi Deal

W. T. Grant, Head of B. M. A., Named President; to Run Company as Separate Unit

Purchase by the Business Men's Assurance of the Trans-Mississippi Life has been completed and new officers elected from among B. M. A. executives to man the company, which will be continued as a separate unit. The new officers are: President, W. T. Grant, president B. M. A.; vice-president, L. L. Graham; secretary, I. H. Wagner; treasurer, Grant Torrance, and general counsel, A. I. Beach. With sale of the company, which was organized about 10 years ago and built up largely through his personal production, S. E. Busler, formerly president Trans-Mississippi, will devote his time to the general agency which bears his name. Other officers of the Trans-Mississippi who resigned are M. W. Borders, Jr., secretary-treasurer; B. F. Moats, vice-president; H. P. Howard, assistant secretary; E. A. Harvey, assistant treasurer, and Dr. G. E. Knappenberger, medical director.

Becomes an "Assayer"

I. L. Devoe, general agency director Bankers Life of Nebraska, has been acting as assayer at the Lincoln general office, his job being to appraise productive value of the "ore" that has been shipped there during the month of May from general agents. May is the anniversary month of the company, and in order to help attain a total that would break all previous records because it is the 50th year of the company's existence, all territory was staked off as "gold mines," four in number, with a general officer in charge as superintendent.

Production to date has been above estimates, and a new high mark for May is in sight. Mr. Devoe's official title now is "General Manager, Balifinco Mining & Engineering Company."

Denied New Trial

Circuit Judge Kirkwood has overruled the motion for a new trial filed on behalf of the Missouri National Life which he recently held to be insolvent. The court allowed a fee of \$3,500 to R. T. Hensley for his services as special counsel for Superintendent O'Malley in the suit against the company. Fitch & Sparling and Kent V. Gay, counsel for the company, have asked the court to allow a fee of \$1,000 for their services.

New Nova Scotia Company

The Atlantic Seaboard Life of Halifax has secured a charter from the Nova Scotia legislature. Provisional directors are K. D. Crowell, H. B. Hicks and G. N. Reagh, all of Annapolis, N. S. Authorized capital is \$300,000, which may be increased to \$400,000, and \$200,000 must be subscribed before the company can commence business, with \$50,000 paid.

Manhattan Life Promotions

A. P. McMurtrie, T. E. Lovejoy, Jr., Win Advancement; E. A. Porter Named Actuary

The Manhattan Life board at its annual meeting advanced A. P. McMurtrie from secretary to vice-president and secretary, and T. E. Lovejoy, Jr. from comptroller to treasurer, and appointed E. A. Porter, actuary.

Mr. McMurtrie began his business career in September 1885 with Francis H. Leggett & Company of New York City. He joined the Manhattan Life in 1890, as a clerk in the accounting department, and was appointed cashier in 1910. In May, 1914 he was made assistant secretary, and secretary on January 10, 1928. He was elected a director two years ago.

Mr. Lovejoy began his business career with the Guaranty Trust Company of New York. He was assistant to vice-president in charge of investment, when he resigned in May 1932 to go with the Manhattan Life. He was comptroller until his promotion. He was elected to the board in 1935.

Mr. Porter upon his graduation from college in 1916 became assistant to F. B. Mead, then actuary Lincoln National Life. In 1917 he joined the army, and was later transferred as an expert to the newly organized war risk insurance section of the service of supply, and stationed at Tours, France. In 1919 he became actuary Indianapolis Life and served until 1926 to become actuary Indiana insurance department. In 1927 he became vice-president Bankers National Life, becoming first vice-president in 1929. In 1931 he became a consulting actuary, giving up this early in 1936 to engage in special work for the Manhattan Life.

People's Life 30 Years Old

The People's Life of Frankfort, Ind., has just passed its 30th birthday. Continuously under the same management since it was founded, it has increased its business each year. Last year it gained \$2,500,000 insurance in force.

Organizing New Company

L. A. Gehrig, president of the Northwestern Mutual Benefit with head office in the Safety building at Rock Island, Ill., is organizing the Rock Island Life under the 1927 Illinois act.

Gelles Assistant Actuary

Manuel Gelles has been appointed assistant actuary of the Mutual Life of New York. He entered the department after graduating from college in 1924, became a fellow in the Actuarial Society of America by examination in 1928.

The Mount Moriah Mutual Life of San Francisco has changed its name to Physicians Life Insurance Company, and new management has assumed control.

Do You Seek Opportunity?

Atlantic Life's development plans call for the appointment of a few General Agents in the immediate future. To some active and ambitious man living in one of the cities listed below the door is open to real opportunity:

PENNSYLVANIA

Lancaster
Lebanon
York
Pottstown
Norristown

MARYLAND

Frederick
Hagerstown
Cumberland

W. VIRGINIA

Beckley
Charleston
Martinsburg
Parkersburg
Fairmont

N. CAROLINA

Salisbury
Hickory
Asheville

These openings are for ambitious and capable men, those who have already made a successful record and wish to move ahead more rapidly. If you feel you can qualify and are seriously interested, write to

Atlantic Life Insurance Co.

RICHMOND, VIRGINIA

William H. Harrison, Vice Pres. and Supt. of Agencies

SAFETY FACTOR

In every branch of engineering one consideration is uppermost in the minds of men charged with the responsibility of design or construction. That is the safety factor.

Fidelity contracts include a "safety factor" of more than usual strength. The current "Annual Statement" shows assets of \$112,438,051.80 with surplus of \$6,327,387.44 and a special contingency reserve fund of \$1,100,000.00. Insurance in force at the same time has increased to \$358,463,516.

Further evidence of conservative successful management is found in the length of service of its official staff, which averages twenty-five years.

Fidelity operates on a 3% reserve basis, full level net premium, in thirty-seven states, including New York and Massachusetts. It is a friendly company—friendly to its field and policyholders alike.

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, *President*



The Naughty Nineties

The naughty nineties, for some reason or other, were not as naughty in Saint Louis as elsewhere. The predominating conservative element in this city always manages to keep the ups and downs of American life pretty well leveled off. Periods of prosperity do not yield as rich a reward nor do depressions hit so hard.

The Saint Louis Mutual Life Insurance Company is a product of Saint Louis conservatism. Its growth has not been spectacular, but by sound practices it has become a model of safety and reliability among insurance institutions.

There is a better future in a company with a good past.



**SAINT LOUIS MUTUAL
Life Insurance Co.**

ST. LOUIS, MISSOURI

F. H. Kreismann, President

LIFE AGENCY CHANGES

Takes Agency at Newark, N. J.

F. M. Minninger Jr., Named by Connecticut General to Succeed Garra-brant—Latter Still Active

F. M. Minninger, Jr., for the past year assistant manager and acting manager Connecticut General Life's 225 Broadway office, New York City, has been made manager at Newark, succeeding W. W. Garra-brant, general agent for the last 18 years, who has asked to be relieved of managerial responsibility. Mr. Garra-brant will continue as general agent but will give all his time to his personal clientele.

Mr. Minninger, a Chicagoan, attended Columbia university, New York City, then had several years' sales experience with a manufacturer before entering insurance in 1929. His first year volume was \$700,000. A hard and systematic worker, he kept a careful record of activities and results, benefitting by experience and determining how selling effort could most profitably be employed. His work, particularly in time control and prospecting, has been made available in company publications.

Giffen to Pittsburgh

R. M. Giffen, district manager of the Equitable Life, N. Y., at Canton, O., has been called to Pittsburgh by the Edward A. Woods agency. Mr. Giffen will have charge of production of the western part of the Woods agency's territory. Mr. Giffen started in life insurance with the Equitable in 1928 at Wheeling. In 1934 he joined the Chipman agency in Columbus, O., and in 1935 was promoted to district manager at Canton where he made a very enviable record. His district occupied first place, in new organization, in the whole central department for April, second for the year and sixth in the United States.

The Canton Life Underwriters Association, of which he is president, paid Mr. Giffen a very high tribute at their "early bird" breakfast last week.

Bankers of Nebraska Changes

Recent appointments to general agencies by the Bankers Life of Nebraska include that of R. L. McCoy, 10 years in the field, to cover four South Dakota and two Iowa counties, with headquarters at Sioux Falls, S. D., and of B. W. Brant, formerly of Kansas City, 11 years experience as a producer, to cover four counties in Missouri and two in Kansas from Joplin, Mo. Mr. Brant succeeds General Agent Leland Grading, who has been transferred to Oklahoma City.

Matthew Thompson's New Post

Appointment of Matthew Thompson as general agent for the Yeomen Mutual Life at Fort Dodge, Iowa, is announced. For the past several years he has been in life insurance work in northwest Iowa. He is president of the Fort Dodge Lions Club, president of the Webster County Safety Council, and state commodore of the Sea Scouts. Mr. Thompson has had a colorful background, having been pursuer on numerous transatlantic lines during the last 12 years. He has taken offices at 409-10 Snell building, Fort Dodge.

Hecht Becomes General Agent

Appointment of W. H. Hecht of Celina as general agent for western Ohio territory of the Ohio State Life, which includes Allen, Auglaize, Champaign, Darke, Hardin, Logan, Mercer, Miami, Shelby, and Van Wert counties, has been announced. He will succeed the late O. N. Young of Lima, who, during his 29 years as general agent built the agency to one of the largest divisions.

Mr. Hecht has been district manager at Celina and one of the largest pro-

ducers for the past 16 years. Last year he won a trip for Mrs. Hecht and himself to the 30th anniversary convention cruise to Quebec. He is a past president of the Celina Life Underwriters Association and has been active in the Lima association since consolidation of those groups.

Takes Danville District

The Reuling & Williamson general agency Massachusetts Mutual Life at Peoria, Ill., has put C. P. Russell in charge of the Danville territory, which formerly was under a general agency operated by F. L. Hendricks. Production of this office in 1937 has equaled the 1936 total.

Considering the size of the office, the Reuling & Williamson agency has an unusually large number of C. L. U.'s. Nine have the designation and one more will receive his this spring if successful in the examination.

General agency business has shown a 22 percent gain over a year ago.

Takes Big Territory

Ernest Halverson has been appointed district manager of the Kansas City Life for Utah, under the Hunter & Hunter agency, which has headquarters in San Francisco. The agency has Utah, southern Idaho, Nevada and northern California.

Mr. Halverson has been with the company since 1919, and is an outstanding personal producer. His average premium in 1936 was \$41 per thousand, and his average application over \$2,800. He has averaged over a quarter of a million every year since he joined the company.

Dickson Agency Appointments

L. S. Roscoe has been appointed assistant manager of the B. J. Dickson agency of the Occidental Life of California in Los Angeles. He started with the Equitable Life of Iowa in Los Angeles in 1923, and in 1936 became Los Angeles manager of the Continental Assurance.

G. M. Paden has been appointed field supervisor of the B. J. Dickson agency. He represented the Equitable Life of Iowa from 1922 to 1936, starting as an agent and serving two years as agency manager in San Diego.

Tufts Made Associate

F. B. Tufts has been named associate manager of the Union Central Life in Indianapolis. O. D. Pritchard is manager. Mr. Tufts is a graduate of the school of life insurance salesmanship of the University of Pittsburgh.

M. E. Steinhilber Resigns

M. E. Steinhilber, manager of the Fidelity Mutual Life at Cleveland, is resigning. He has not yet determined upon his future plans. He has built up a successful agency for the Fidelity Mutual, and has been its manager at Cleveland since 1931. In April he stood at the head of the Fidelity Mutual's paid production list.

Monarch Life Appointment

The Monarch Life of Canada has appointed R. W. Knechtel, formerly branch cashier at Saskatoon, Sask., district supervisor at Prince Albert, Sask.

Moves to California

Earl Shipley, who has been division manager for the Occidental Life of California with headquarters in Denver, has moved to San Juan, Calif., where he will be general agent.

Joins Marsh & McLennan

M. L. Fairchild has arrived in San Francisco to join the life department of Marsh & McLennan-J. B. F. Davis &

Son. Mr. Fairchild was formerly manager of the Connecticut General Life there.

MacDonald Named at Detroit

D. C. MacDonald has been appointed assistant manager of the ordinary office of the Prudential at Detroit, Mich., in charge of brokerage business. Mr. MacDonald has been the manager of the Toronto, Can., ordinary agency of the company.

Capitol Life Change

E. H. Rusho has succeeded H. G. Decker, recently resigned as general agent at Rock Springs, Wyo., for the Capitol Life of Denver. Mr. Rusho previously was associated with Mr. Decker as a sub-agent.

NEW YORK

LINTON AGAIN PRESIDENT

M. A. Linton, president Provident Mutual Life, was reelected president of the Actuarial Society of America at its annual meeting in New York City; John M. Laird, Connecticut General, and Ray D. Murphy, Equitable Life of New York, vice-presidents; J. B. Maclean, Mutual Life of New York, secretary; E. W. Marshall, Provident Mutual Life, treasurer; John R. Larus, Phoenix Mutual, editor.

Among the papers presented were the following: 1. "Stock & Partnership Retirement Plans—How Should Premium Payments Be Divided?" J. E. Hoskins, assistant actuary, Travelers; 2. "Observations on Financing the Federal Old Age Benefits Plan," by R. A. Hohaus, assistant actuary, Metropolitan Life; 3. "Note on Functional Heart Murmurs," by Dr. Arthur Hunter, vice-president and chief actuary, New York Life; 4. "Current Cost and the Contributory Old Age Annuity Scheme of the Social Security Act," by A. D. Watson, actuary, Canadian insurance department, Ottawa, Can.

* * *

DAN FRIEDMAN'S NEW POSITION

Dan Friedman becomes assistant manager of the McNulty agency of the Prudential in the Paramount building, New York City. He will assist in the direction of sales of the full time agents. He started as an agent in 1925 and soon began working on planned estates, planned income and tax economies. He spoke on "Programmed Selling" at the sales congress of the New York City Life Underwriters Association last year. He is the author of the A. B. C. calculator. He has written a number of articles on his specialty.

* * *

NEW YORK CITY BUSINESS

The New York City Life Underwriters Association announces that the estimate of total sales of life insurance in New York City for April, 1936 was \$59,782,000 and April, 1937, \$65,097,000.

British Columbia Figures

VANCOUVER, B. C., May 27.—A preliminary abstract of 39 Life companies transacting business in British Columbia shows \$423,964,791 insurance in force at the end of 1936 and \$12,471,138 premiums for the year. Net premiums in force gained approximately \$11,000,000. Payments on death claims or at maturity amounted to \$4,235,250 exclusive of \$7,274,406 otherwise disbursed on policies. Unsettled claims were reported to be \$6,096, resisted and \$548,427 unresisted.

Canadian Life Officers Meeting

The Canadian Life Insurance Officers' Association will hold its annual meeting in Toronto June 3-4. The general theme will be the responsibilities of life insurance companies and their obligations to the community.

LIFE SALES MEETINGS

Convention of Mutual Life American National Meeting

Galaxy of Head Office Men Will be at the Field Club Gathering

The Mutual Life of New York is now arranging for the Mutual Life Field Club convention at the Edgewater Beach hotel, Chicago, May 28-29. A number of officials from the head office will be present. The delegation is headed by President D. F. Houston. Accompanying him will be Vice-president D. S. Beebe, Vice-president P. M. Foshay, Medical Director E. F. Russell, Associate Actuary J. B. Maclean, Vice-president and Agency Manager George K. Sargent, Superintendent of Agents W. A. Patton, Assistant Superintendent of Agents W. F. Shaw, Assistant Superintendent C. O. Stevens and Agency Secretary Robert Young.

DES MOINES AGENCY RALLY

The Des Moines agency of the Mutual Life of New York, headed by Manager C. E. Brown, held its annual agency meeting, 45 district managers and agents attending. The agency has jurisdiction over 59 central Iowa counties. Manager Brown announced Caspar Hines of Des Moines, E. S. Olson of Eldora and J. W. Dunnette, Sheffield, had qualified as members of the national Field Club to attend the convention in Chicago this week. Members of the staff and district managers gave talks and Clifford DePuy, Des Moines publisher, spoke on "The Prospect's Mind." Mr. Brown was toastmaster at a dinner winding up the affair.

RICHMOND AGENCY RECORD

In a four weeks' production contest ended May 20 in which six representatives of the Wilson agency at Richmond, Va., who had qualified for the \$250,000 Field Club convention were pitted against six other representatives of the agency with the result that the latter paid for \$177,520 compared with \$132,750 paid for by the other six contestants. Winners were E. L. Ayres, Lynchburg; J. P. Wells, Danville; J. P. Dempsey, Fredericksburg; S. S. Guerrant, Jr., Roanoke; R. P. Bowles, Newport News; John C. Stevenson, Richmond.

The Richmond agency qualified four men for the list of leaders for April, one man showing on both lists, amount of paid-for business and largest number of lives insured. J. P. Wells of Danville and E. L. Ayres of Lynchburg were on the list for the largest amount of paid-for business. Mr. Ayres was also on the list of leaders for the largest number of lives insured. Others were R. E. Reamy, Edwardsville; J. R. C. Stephens, Wicomico Church. This record was exceeded by only two agencies, St. Paul with seven and Pittsburgh with six.

MUTUAL LIFE'S MINNESOTA MEET

About 125 representatives of the Mutual Life of New York gathered in St. Paul for their annual sales conference under the direction of G. A. Sattm, general agent. Thirty-seven counties in Minnesota and 24 in Wisconsin were represented. Two of the Mutual Life's leading producers, Jacob Shoul, Boston, and Neil Himel, New Orleans, spoke.

Plan Occidental Meeting

The national convention of the Occidental Life of California will be held at Troutdale-in-the-Pines near Denver Aug. 30-Sept. 1, following the convention of the National Association of Life Underwriters. Over 150 representatives have already qualified for the convention which is expected to be the biggest in the history of the company. Total number expected to attend is 250.

Addresses by Robbins, Daniels Are Highlights of Company Convention at Galveston, Texas

Addresses by Col. C. B. Robbins, Chicago, manager American Life Convention and Chairman R. L. Daniels, Austin, Texas Board of Insurance Commissioners, featured the annual convention of the ordinary and industrial departments of the American National Life at Galveston. More than 600 attended.

Colonel Robbins discussed National Life Insurance Week and outlined what the business does to provide security for American people. He said that as more life insurance is purchased by more people, schemes of Utopian bliss such as the Townsend plan will be more easily exposed. He mentioned the record of life insurance during the depression and cited the rise of 9 percent in new business for the first quarter of 1937.

Commissioner Daniels outlined the record of the American National and discussed insurance conditions in Texas. President W. L. Moody, Jr., spoke of the company's aims for 1937.

Industrial, Ordinary Increase

Industrial and ordinary business showed a \$56,000,000 increase during the past year, an outstanding record, according to E. A. Rees, industrial manager, and W. L. Moss, ordinary manager. Speakers included K. I. Fosdick, treasurer; W. J. Hampton, underwriting manager; G. L. Tyler, claim adjuster; W. H. Ford, Galveston general agent; M. Y. Saldana, San Juan, Puerto Rico, general agent; Dr. George Cullen, medical director, and N. E. Gorton, actuary.

F. S. Anderson, general counsel; W. J. Shaw, vice-president and secretary; J. B. Mills and B. Werkenthin and W. L. Moody, III, vice-presidents, also spoke. A tour of Galveston, a banquet and a visit to the home offices were included in the entertainment.

Penn Mutual Women Meet

Feminine Agents Review Successful Work and Hear Discussions on Outlook for Women's Markets

The annual dinner of the women's division Penn Mutual Life's home office agency in Philadelphia was the occasion for an address on life service to women and its market for women by Vice-president A. E. Patterson.

The women's division was set up by Executive Vice-president J. A. Stevenson seven years ago while he was at the head of the agency. He had long believed that an organization of women could be established, to function chiefly in salesmanship to women. The experiment has been successful under management of Sophia W. Bliven, and in the seven years has placed more than \$17,000,000. Leader in volume for 1936 was Miss Anna L. Wiswell.

Conferences were held throughout the day in the home office auditorium, with a dinner in the evening. The theme of the conference was "The Market Among Women for Life Insurance and Annuities." All of the speakers were women except for the address on education insurance by Manuel Camps, Jr., Boston general agent, and the Rev. A. M. MacColl. Three guest speakers were Beatrice L. Jones, of New York City, an Equitable of New York representative, and Helene Nathanson, Philadelphia attorney, and Dr. MacColl, pastor of a Philadelphia Presbyterian church.

Miss Bliven presided at dinner, the speakers being J. A. Stevenson, Penn Mutual's executive vice-president; Mr.

JUST WHAT IS "SERVICE"!

That fine word "SERVICE" has been so abused that its real meaning is sometimes confused.

It is not confusing to Pan-American Agents. They know exactly what service means.

Pan-American Service to Agents includes:

INTERVIEW PLAN SYSTEM which introduces the agent to the prospect.

DYNAMO CLUB with Senior and Junior divisions. Members receive special attention and recognition.

\$2,000 CLUB, devoted to the developing of smaller producers into larger producers. Prizes are awarded for earnest effort.

APP-A-WEEK CLUB—Prizes awarded at the end of each thirteen week period.

A NATIONAL AGENCY CONVENTION. The Convention this year will be held at Atlantic City in the month of August. Pan-American Service also includes **EDUCATIONAL COURSES** and **ELABORATE PROPOSALS** prepared by an expert in the Home Office.

We have places for a few District Managers who measure up to Pan-American standards.

Address:

EDWARD G. SIMMONS

Vice-President & General Manager

PAN-AMERICAN LIFE INSURANCE COMPANY

New Orleans, U. S. A.

Crawford H. Ellis, President



Let's Look at The Record—

DURING APRIL, the Pilot Life Insurance Company paid for the largest volume of business and effected the largest gain of insurance in force in any one month in the Company's history.

FOR THE FIRST FOUR MONTHS OF 1937, the Pilot Life increased its insurance in force by \$5,064,684—a 91% gain over the same period in 1936—advancing its total insurance in force to \$120,915,760, which is a new all-time high.

PILOT LIFE INSURANCE CO.

Greensboro, North Carolina

Emry C. Green, President

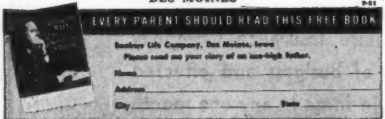


"...not MY son"

If YOU'RE A PARENT, you will want to read the rest of this advertisement. The thoughts it will bring to your mind may change the whole course of a child's life. A year ago this was a different boy... that was before his Dad died. Funny thing about his Dad. He was always dreaming of his future. But no one in good health thinks very much about death.

It's only human to feel that all things would come to an end if we died. But they won't! Children must live even if parents die. They will still get hungry, sleepy, tired, and need the home and care you provide. You can't arrange for anyone ever to take your place. But here's something you can do: Appoint Bankers Life financial-foster-father to your child; let this company guarantee a monthly income to your wife; let us contract to pay educational expenses if you can't. Our Double Duty Dollar Plan provides all of these benefits for the protection of your family, or a monthly income for you if you live to Retirement Age.

BANKERS LIFE COMPANY
A MUTUAL LEGAL RESERVE LIFE INSURANCE COMPANY,
Established 1878
DES MOINES



Reproduction of our half-page advertisement in the May 1st Saturday Evening Post.

Patterson, and Malcolm Adam, vice-president in charge of underwriting. Attendance was more than 100, made up of members of the women's division and a large group of prominent professional and club women of Philadelphia and Pennsylvania.

Columbus Mutual Life Club of Michigan Has Its Meeting

Michigan business of the Columbus Mutual Life during the first four months of 1937 has shown gain over the same period of 1936 of 41 percent, according to reports at the annual meeting of the cabinet of the Michigan State Columbus Mutual Life club held at Lansing. All old officers were re-elected. They are: president, Myron Hawkins, Charlotte; executive vice-president, Mr. Hawkins, Lansing; vice-president, C. F. Durrand, Pontiac; secretary-treasurer, G. J. Dobben, Jackson.

Production of the Lansing district so far this year has been outstanding, it was reported. The gain in business in area was more than 250 percent.

Plans were made for a summer outing and it was decided to hold the state convention of the club in Detroit, Nov. 6, at the Masonic Temple. Arrangements will be in charge of the Detroit club of which Nicholas Merrick is president. The picnic meeting will be held at Pleasant lake near Jackson July 17 with the Jackson club in charge of arrangements. Mr. Dobben is president of that group. Sports and entertainment will be arranged by a committee from the Lansing club, including Ray Throop, S. S. Spurrell and B. E. Ludwig.

Northwestern Mutual Meeting

The Northwestern Mutual Life Association of Agents will hold its annual meeting at the home office in Milwaukee July 26-28. Considerable entertainment has been planned.

Speakers will be M. J. Cleary, president; G. L. Hill, director of agencies, and other company officials. A lunch-

eon for company and association honor men and for all agents attending the meeting for the first time and a garden party are on the first day's program. Special group luncheons and a banquet are planned for the second day. The business meeting will be on the final day's schedule.

Joint Meeting at Columbus

The Columbus, Cincinnati and West Virginia offices of the New England Mutual Life held a joint meeting in Columbus, O., under the direction of Paul M. Smith, Columbus manager. R. J. Lawthers, head of the benefit department at the home office, was the principal speaker.

Connecticut Mutual Meet

The Connecticut Mutual Life held a three-day educational sales meeting in Des Moines under direction of Edward C. Andersen, home office educational director. Claude Fisher, Des Moines general agent, presided.

Ohio National Meeting

Regional agency meetings were held by the Ohio National at Memphis and Nashville. Vice-president J. H. Evans, Assistant Superintendent of Agencies Grant Westgate, and Actuary W. H. Harrison were on hand from the home office.

Speaks at Toledo

Dr. C. E. Schilling, vice-president and medical director, and W. V. Woollen, superintendent of agencies, Ohio State Life, addressed a meeting of the Toledo agency. The field force is putting on a special campaign in honor of Dr. Schilling this month.

New York Life Meeting

The New York Life held a meeting of its Atlanta branch including agents in nearby territory, at which G. M. Lovelace, vice-president, spoke. He discussed selling methods and there was a luncheon.

PACIFIC COAST AND MOUNTAIN

Place Stock in Small Lots

Sunset Life of Olympia Receives License with Much Ceremony—Makes Deposit of \$155,000

OLYMPIA, WASH., May 27.—With 2300 stockholders already enrolled, the Sunset Life of America was issued its certificate of authority here in the presence of an enthusiastic gathering of Washington state officials, headed by the governor, and company directors. Head office will be at Olympia.

The American Underwriters Corporation, holding company, plans to distribute the stock in small lots. The state has been divided into 30 districts on the basis of population, and it is aimed to have 320 stockholders in each district. District boards will be named.

In qualifying for license the Sunset Life made a state deposit of \$155,000 in government bonds, representing capital and contributed surplus. An ultimate capital of \$2,500,000 is contemplated by the American Underwriters to be used in entering other insurance fields.

President of the Sunset Life is Dr. N. D. Showalter, former state superintendent of public instruction. Other officers are James P. Neal, Olympia, vice-president; F. M. Burt, Olympia, secretary; E. W. Scott, Seattle, treasurer; and Charles O'Conner, Olympia, Fred J. Englert, Seattle, William A. Eastman, Seattle, and Robert D. Williams, Olympia, directors.

Benjamin Maryland, leading producer of the Pittsburgh agency of the Ohio State Life, is reported seriously ill from an infection following the extraction of a tooth.

Confer as to Rehabilitation

State Authorities Talk Over Subject with Officers and Directors of Great Republic Life

Deputy Insurance Commissioner Benjamin in charge of liquidations for the California department and Deputy Attorney General Flynn have been in conference with directors and officers of the Great Republic Life of Los Angeles to see what could be done for its rehabilitation. It was taken over by the department a few years ago. No definite action was taken although the state officials pointed out what will be necessary to reestablish the company on its feet. Mr. Benjamin stated that its financial affairs were in good shape and better than at any time since the department took charge.

Carpenter Gets Plan for Agents' Qualification

The second step in establishing qualification requirements for life agents in California was taken this week when the report of the research committee of the San Francisco Life Underwriters Association calling for establishment of these requirements and endorsement of the plan for the local associations throughout the state was presented to Commissioner Carpenter. Presentation was made by K. L. Brackett, president California association, who laid before the commissioner result of months of study on the part of the committee covering the Ohio plan particularly and backed by hundreds of letters of commendation from agents,



32 Years

Just A Youngster

—But

What A Future!

**STRONG—STURDY
PROGRESSIVE**

**Increase In Insurance In
Force For First Four Months
1937**

Over \$3,000,000.00

**Total Insurance In Force
Over \$145,000,000.00**

General Agency Openings

in

**INDIANA
OHIO
GEORGIA
TENNESSEE
and
ALABAMA**

For information write:

J. HERBERT SNYDER
Vice President and Mgr. Agencies

**COMMONWEALTH
LIFE INSURANCE CO.
LOUISVILLE, KY.**

A Great Company Growing Greater

general agents and managers throughout Ohio.

The life men of California were represented by N. J. Nelson, chairman research committee; J. M. Hamill, past

president San Francisco association; V. T. Motschenbacher, chairman General Agents & Managers Association of San Francisco, and T. A. Gallagher, president San Francisco association.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

Brings Out Three New Forms

Guarantee Mutual Announces Upward Revision of Retirement Income Rates

The Guarantee Mutual has issued a new rate book to general agents and fieldmen embodying three new participating policies, a retirement income at age 67, dependents' monthly income, and juvenile payment life. The basic rates for most policy forms remain unchanged with the exception of retirement income policies, the rates for which have been increased on an average of 9 per cent. A slight increase of waiver of premium rates on all policy forms also was made.

Retirement Income at 67

The retirement income at 67 has some unusual features. In case of death the difference in premium between that for this contract and ordinary life is paid in addition to the face amount. It also provides for a paid-up policy when the cash value equals the single premium, for a paid-up life policy. At maturity it can be made paid up for the face and a cash sum taken in addition, without medical examination. It combines the elements of ordinary life, a paid-up life policy and an endowment.

The dependents' monthly income form is similar to the family income or family maintenance contracts of other companies, guaranteeing monthly income for a certain period of 10, 15 or 20 years in event of insured's death in a stated period. The juvenile 30 payment life completes a line of children's policies, providing full benefits on and after age 5 and insurance from birth to age 5 with graded death benefit. The payor benefit may be added with extra premium. Rates for these forms at quinquennial ages are:

Age	Ret. Inc. at 67	Dep. Mo. Inc. 10 Yr.	15 Yr.	20 Yr.
20	\$20.64	\$20.94	\$23.61	\$26.03
25	24.29	23.08	25.95	28.64
30	29.69	25.90	29.10	32.24
35	36.22	29.71	33.46	37.46
40	45.45	35.63	39.83	45.30
45	59.35	42.80	49.41	57.21
50	81.94	63.97
55	122.32
60	216.00

Age	Juvenile 30 Payment Life
0.....	\$16.63
1.....	16.56
2.....	16.36
3.....	16.14
4.....	16.14

Age	Dep. Mo. Inc. 10 Yr.	15 Yr.	20 Yr.
0.....	\$15.72	10.....	\$16.21
1.....	15.66	11.....	16.42
2.....	15.71	12.....	16.64
3.....	15.83	13.....	16.87
4.....	15.83	13.....	16.87

Withdraws a Term Contract

The Kansas City Life is withdrawing its "principal and income term policy" July 15. The policy had several unusual features which made it widely popular. It could be converted at any time during the full 10 year period, and not, as in most cases, only before the expiration of seven years. Only 3½ percent, instead of the usual 6, interest was charged on the difference in premiums in case of conversion. It offered a number of options.

Family Group Policy

The Service Life of Nebraska has announced a new family group policy. An entire family can obtain coverage under one policy with one combined premium. Provision is made for waiver of premium on rest of family if father

dies and it is written without medical examination at most ages.

Guarantee Mutual Life

The Guarantee Mutual Life of Omaha has gotten out a new rate book. There are three new policies, retirement income at age 67; dependents' monthly income and juvenile 30-payment life added. The basic rates for most policy forms remain unchanged with the exception of the retirement income policies. These have been increased on the average of 9 percent. A slight increase of waiver of premium rates on all policy forms is announced.

Rockford Life

The Rockford Life of Rockford, Ill., is pushing its policy which provides for a \$10 premium annually and the amount of insurance purchased depends, of course, on the age. Starting at age 11, \$10 a year annually pays for \$662; age 25, \$589; 30, \$519; 35, \$448; 40, \$379; 45, \$314; 50, \$255; 55, \$202; 60, \$156; 65, \$119.

INDUSTRIAL

Income Settlement Provision

Weekly Installment Plan Is Made Applicable to Industrial Policies by Liberty National Life

Three hundred representatives of Liberty National Life from 17 southeastern combination agencies met in Birmingham for a sales congress. Featured was a discussion of the recent application by the company of income settlements to industrial insurance. The rules now permit payment of the proceeds of industrial policies in weekly installments, a new development in this field. If the idea is favorably accepted among weekly premium policyholders, a special income policy will be offered.

In reviewing the progress of the company, F. P. Samford, president, stated that ordinary insurance paid for to April 30 was 6.5 percent greater than for the same period last year, while industrial increase was 23 percent ahead of last year's figure. Industrial insurance in force has trebled in the last four years, he stated.

Part of the program was devoted to farewell good wishes and expressions of loyalty from the agents to Mr. Samford, who sails this week for a six weeks' European trip.

John Hancock Has Changes in New England Offices

New appointments in the industrial branch of the John Hancock Mutual Life were announced. J. J. Mulcahy, at present district manager at Lewiston, Me. will be transferred to the Yonkers, New York District as manager. He will succeed G. G. Levy who will continue as deputy manager.

Mr. Mulcahy has been with the John Hancock since 1924, when he became an agent at Quincy, Mass. He was appointed assistant manager of the Weymouth, Mass. office in 1925, and in 1934 was made assistant manager at Quincy.

COUNTRY LIFE'S RECORD IS OUTSTANDING

— in —

Rapid and Sound Growth
Excellent Investments
Low Mortality
Low Overhead Cost

The Company's low lapse experience is proof that policyholders appreciate all these features.

COUNTRY LIFE INSURANCE COMPANY

608 South Dearborn Street
Chicago, Illinois

A friendly Company

is the reputation The Old Line Life Insurance Company has earned.

Offers a liberal contract.

Backs its men with advertising. Tied in with direct mail this gives a complete merchandising plan.

Agencies available in
Illinois, Michigan and Ohio

The OLD LINE LIFE
Insurance Company of America
MILWAUKEE, WISCONSIN
LIFE ACCIDENT HEALTH

(NUMBER THREE OF A SERIES)

Why Agents Come— and Stay—With the MONTANA LIFE INSURANCE CO.

A General Agent Speaking:—

Two years ago I embraced life insurance to earn a living under more pleasant conditions than existed in the industry for which I was trained. I came with the Montana Life because of its outstanding financial record during the depression. Now, after two years with the Montana Life, it is my candid opinion there is more cooperation between all departments than I ever found in my previous twenty-five years' experience.

Lee Cannon, Agency Vice President

HELENA, MONTANA



E-O-G: "Boss, this prospect of yours is interested, but you know how quickly he will forget his promise. Maybe he isn't even sincere about it right now. But, if you keep sending me around month after month until you can call on him, you know darned well he won't forget you, and this first visit of yours."

"Of course, if you know he

isn't a real prospect for you, either now or later, let's drop him entirely. But if you think you can close him later, let's keep him hot until you call again."

* * *

Send 25c for 12 sample copies and proof of how you can profit by using—**The Estate-O-Graph**, 222 E. Ohio St., Indianapolis.

He has been district manager at Lewiston, since January, 1935.

A. J. Clairmont will succeed Mr. Mulcahy at Lewiston. He entered the John Hancock 13 years ago as an agent at Manchester, N. H. He was appointed assistant manager there a few months later, and since November, 1924, has been assistant district manager at the Laconia detached office under the Concord, N. H. district.

Four Salesmen Injured

E. S. Morgan, Jr., 27, Louisville, is at Good Samaritan Hospital in Lexington and three companions, all salesmen for the National Life & Accident, were under treatment for injuries suffered when their automobile crashed into the rear of a truck near Lexington. Morgan narrowly escaped having his

jugal vein severed, and sustained a fractured right leg.

Others injured were J. E. Conroy, 25, who suffered a deep chin laceration, G. Y. Lyon, 24, who received lacerations, and C. J. Hantgen, 22, New Albany, whose jaw was fractured.

Metropolitan Men Meet

William Wildeboor, supervisor of agencies Metropolitan Life held a meeting with Kansas managers in Wichita last week. In addition to R. G. Cunningham, Wichita manager, those attending were Jack Donion of Kansas City, Kan.; W. A. Monahan of Leavenworth; G. G. Denison of Salina; E. M. Oerter of Pittsburg, and Jack Holloway of Topeka.

J. C. Abel has been named assistant manager by the Metropolitan Life in Portland, Ore.

NEWS OF LIFE ASSOCIATIONS

Arkansas Groups' Meeting

Little Rock, State Associations Hold Sales Congress; Latter Organization Elects Main Officers

OFFICERS ELECTED

President—L. C. Arnold, Texarkana. Vice-presidents—A. B. Hill, Little Rock, and H. E. Agerton, Pine Bluff. Secretary—Julian James, Jonesboro. Treasurer—R. H. Kagy, Fort Smith.

Along with salesmanship and its problems, chief topic for the Arkansas and Little Rock Associations of Life Underwriters at the annual sales congress was the probable effect of the social security program on life and annuity sales. A comprehensive review of developments thus far was given by J. C. Higdon, Kansas City, vice-president and sales manager of Business Men's Assurance.

The one effect thus far noticed is that annuity sales have increased in number, but have decreased as to average monthly payment. Mr. Higdon sees evidence of a desire upon the public's part to supplement the maximum of \$85 per month possible in old age benefits by annuities that will pay in the \$25 bracket.

Other Speakers

Harry Wuertenbaeche, Jr., St. Louis, president Penn Mutual Life central zone, described a direct mail system used to contact prospects. Where direct mail is used, he advised, let there be no delay, else a rival may find a prospect prepared to buy.

A. R. Jaqua, Cincinnati, associate editor, Diamond Life Bulletins, said insurance salesmanship is different from other professions in that the salesman must create his work and then handle it competently to succeed. Ricks Strong, Dallas, general agent General American Life, told the Arkansas men life insurance is created by the cooperative efforts of the underwriter and his prospect, and is not sold. George Vinsonhaler, president Little Rock association, presided at the morning session and J. J. Harrison, Union Central Life, was chairman for the afternoon. N. E. Lisk, Arkansas manager Metropolitan Life, was chairman of the arrangements committee.

* * *

Waco, Tex.—Prof. M. S. Carroll of Baylor University spoke on "Prospecting." He stressed the need for an all-round prospecting plan so that the services of life insurance may be presented to those who need them. He said life insurance agents have too many preconceived ideas and opinions when they approach prospects and mistakenly assume that a prospect knows more about life insurance than he does.

* * *

Buffalo—W. D. Austin, Metropolitan Life, A. L. Beck, National Life of Vermont, A. L. Danforth, Bankers Life of Iowa, and A. H. Seltus, John Hancock Mutual, have been elected directors.

McKeough Chicago Nominee

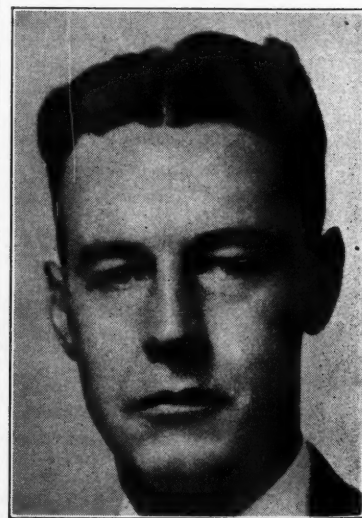
Slated by Committee for Association President to Succeed Frederick Bruchholz

A. E. McKeough of W. A. Alexander & Co., Chicago general agent Penn Mutual, heads the slate of the nominating committee, Chicago Association of Life Underwriters. A mail vote is to be taken, results to be announced at the annual meeting June 15. He is slated to succeed President Frederick Bruchholz, agency director New York Life.

Other officers on the ticket are: First vice-president, C. B. Stumes, Penn Mutual; second vice-president, A. J. Johannsen, Northwestern Mutual; treasurer, W. M. Houze, John Hancock.

For directors for two-year term ending June, 1939, are proposed F. G. Bray, New England Mutual; A. D. Hallagan, Metropolitan; R. A. Judd, Phoenix Mutual; A. W. Ormiston, Travelers; E. M. Schwemm, Great-West Life, and Waldo Thorsen, Connecticut General. Director

To Be President



A. V. YOUNGMAN, New York City

A. V. Youngman of the Mutual Benefit Life of New York City has been nominated for president of the New York City Association of Life Underwriters.

Mr. Youngman was connected with the DeLong agency. He was a graduate of Williams in 1922. He entered the Cert agency of the Mutual Benefit in 1925. During his first year he produced \$450,000 and then steadily increased until he reached a million. He has charge of the division of the younger agents in the DeLong office.

tors holding over until June, 1938, are: L. M. Buckley, J. L. Catlett, E. E. Crosby, Dave Dawson, R. S. Edwards and J. F. Slack.

A business-getter sales clinic will be held June 2, starting at 4 p. m., on the subject: "Meeting Present Day Objections." The program is: "The Young Man Objects," H. A. Schmitt, New England Mutual, Swanson agency; "I am Putting My Money into Baby Bonds," R. W. Frank, Caperton agency, State Mutual Life; "Since the Social Security Plan Will Provide for My Future, I Won't Need More Life Insurance," B. H. Groves, assistant manager, Travelers; "Why Buy Life Insurance When We May Be in for a Period of Inflation?" R. T. Shipway, Jr., Phoenix Mutual.

* * *

Texas Annual Gathering Program Is Announced

Program for the 12th annual convention of the Texas Association of Life Underwriters to be held at San Antonio June 26 is announced. After call to order and invocation by Dr. R. E. Goodrich, Secretary A. A. Rowland will call the roll of associations. President P. C. Creamer of the San Antonio Managers Club will extend welcome. President Ricks Strong will give his annual report and the chairman of the entertainment committee of the San Antonio association will make announcements.

There will follow a demonstration on "Prestige Building" by a group headed by D. J. Farrell, then a report on the leaders round table of Texas by the chairman of the committee. Sam R. Hay, Jr., will speak on "Now Why Did You Do That?" There will be held a leaders' round table luncheon.

In the afternoon session J. M. Abell, president Houston association, will offer his bid for the National association convention. J. A. Stein will conduct a clinic on "Program Selling." Alva Carlton will report for the committee on education. Matthew Brown, president San Antonio association, will speak on "The Local Member and the Legislative Situation," and R. L. Thomas, on "Our Opportunities."

* * *

Cleveland Women Meet

The women's division of the Cleveland Association of Life Underwriters met with about 30 present. Miss Ethel M. Wood, president, introduced two speakers, representing opinion of insurance buyers.

They were Miss Rose Vormelker, head of the business information department, Cleveland Public Library; and Miss Elizabeth Kardos of the Darvas School of Fashion, Cleveland.

Both speakers said insurance people lacked sincerity. Miss Vormelker criticized the books of Dale Carnegie and Vash Young and suggested other books not so well known which also gave worthwhile information adaptable to the problem of writing insurance.

* * *

St. Paul—In the letter writing contest sponsored by the National association, about 350 letters were submitted by students from 13 schools. The winners from the 13 schools, superintendents, principals and faculty members were special guests at a breakfast meeting.

* * *

Corpus Christi, Tex.—Wesley Seale, accountant, spoke on "Federal Taxes in Life Insurance." He discussed the amounts which could be exempted from inheritance taxes and the plans to be used in securing the maximum exemption. President Henry Coutret introduced the speaker.

* * *

Greenville, S. C.—F. L. Whitlock, district manager Life of Virginia, was elected president. He succeeds B. C. Fletcher, assistant manager Pilot Life.

* * *

Indianapolis—The women's division held a luncheon, the first since the division was organized by Miss Helen B. Rockwell, chairman of the women's committee of the National association. Mrs. S. L. Mouser, Miss Fanny Miner and

New President of Chicago Life Underwriters Body



A. E. McKEOUGH

A. E. McKeough, who has been nominated for president of the Chicago Life Underwriters Association and will be elected at the annual meeting, has had his entire business experience with W. A. Alexander & Co., one of the large insurance offices that writes all sorts of insurance. He has been 19 years with that organization. He started selling various casualty and fire insurance lines and in 1929 began to have a taste of blood for life insurance. He found that he could make more money working in that direction than the line he had been pursuing. Therefore, he became a life insurance specialist. He has been active in the Chicago Life Insurance Underwriters Association and has been a director for a number of years. He served as second vice-president and is now first vice-president.

Miss Fannie Graeter were named by President Flickinger of the local association to assist the division's organization.

* * *

Green Bay, Wis.—James Quigley, general agent Mutual Trust Life, has been elected president, succeeding M. E. Bateson, Metropolitan Life. Other new officers are Ray Zimdars, Mutual Life of New York, vice-president, and H. A. Quist, Old Line Life, secretary-treasurer. Directors named are Frank Neu, National Guardian Life, and Walter Wetzel, Franklin Life.

* * *

Atlanta—G. M. Lovelace, vice-president New York Life, spoke on "Sales Strategy." Association members addressed service clubs in Atlanta and vicinity.

* * *

Arkansas—At the Arkansas association meeting in connection with a sales congress at Little Rock. New officers were elected as follows: President, Leon C. Arnold, Texarkana, Guardian Life; vice-presidents, A. B. Hill, Little Rock, and H. E. Agerton, Pine Bluff; secretary Julian James, Jonesboro; treasurer, R. H. Kagy, Fort Smith.

* * *

Dallas—Saying that during the depression life insurance paid out more money on policies than the government did on relief, F. A. Cusaden, Chicago, vice-president Northern Trust Company, told the association that a life contract prevents persons having to apply for pensions. Dallas winners of the national letter writing contest will be announced at the end of this week by W. E. Talbot, chairman judging board.

* * *

Texarkana—Observance of Life Insurance Week was wound up at a luncheon meeting at which Arthur Coburn, vice-president Southwestern Life, Dallas, was a speaker. Mr. Coburn is a noted actuary, who in Scotland at the age of 20 passed his actuarial examinations, and became president of the American In-

**"Knock--
Knock"**



Opportunity Is Knocking!

**It Is Pounding On the Doors of
Men Who Are Willing to Pay
the Price of Success**

Bankers National Life Insurance Company, a recommended Company, offers the opportunity of a lifetime to good men who want to be successful general agents.

Big success carries a corresponding price tag. The price is work, initiative, vision, perseverance.

If you feel there is no further opportunity for growth in your present connection, if you have a record of \$100,000 of paid-for personal production in 1936; if you have family responsibilities and a residence in either Pennsylvania, New Jersey, Rhode Island, Maryland or Delaware, you are one of the men we want to talk to at once.

Address

William J. Sieger

Vice President and Superintendent of Agencies

Bankers National Life Insurance Company
Montclair, New Jersey

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA

NEW YORK CITY

**A MUTUAL COMPANY
ESTABLISHED 1860**



**GUARDIAN OF AMERICAN
FAMILIES FOR 77 YEARS**

stitute of Actuaries at the age of 39. He said one of the greatest life insurance problems is that 75 to 80 of each 100 policies sold are allowed to lapse. Of the \$8,000,000,000 life insurance purchased in 1936 there was \$2,000,000,000 dropped by the end of the year. "Today there is less than 10 percent of the war insurance taken out by our fighting men

during the world war in effect," he said. He suggested buying standard forms of life insurance. J. R. Morriss, Offenhauser office, spoke briefly.

* * *

Oklahoma City—More than 200 agents attended the annual sales congress here. Pres. A. B. Irwin presided. H. A. Hedges, general agent Equitable Life of Iowa,

Kansas City, stressed importance of "Self Management." DeLoss Walker of Chicago, associate editor "Liberty," spoke on "You Can't Change Human Nature." In the afternoon awards totaling \$50 were presented to high school students in the essay contest. F. A. Vineyard, assistant general agent Aetna Life, Little Rock, told of two helps to success, first being to "learn to manage yourself, and then how to handle people." "Don't sell insurance but cooperate with prospects in creating an estate to be used to provide the things they want done," said Ricks Strong, general agent General American, Dallas, in speaking on "Fixing the Problem." The congress ended with an address on "Why Men Succeed," by A. R. Jaqua, associate editor "Diamond Life Bulletins," Cincinnati.

* * *

Northern New Jersey—The annual outing will be held the first part of June, so as to enable Charles J. Zimmerman, who is leaving for Chicago to become general agent there for the Connecticut Mutual Life, to be a guest. The annual meeting will also be held at that time.

* * *

Jamestown, N. Y.—A. W. Jackson, Mutual Life of New York, was elected president, D. P. Ogren, vice-president, and A. S. Turk, secretary and treasurer.

* * *

Cleveland—R. B. Coolidge, superintendent of agencies Aetna Life, will speak at the annual meeting June 4 on "Buy-manship."

Big Entertainment Program for Commissioners' Meet

(CONTINUED FROM PAGE 1)

established at the Bellevue-Stratford hotel, Broad and Walnut streets, where business sessions will be held each morning of the three convention days. The time used in all announcements will be eastern daylight saving time.

The program as announced includes the following entertainment:

Varied Entertainment Program

Sunday afternoon, June 20 a baseball party, Athletics vs. Detroit, at Shibe park, 3 p. m., for early arrivals.

Monday afternoon, June 21, a fire protection display will be given at the Betsy Ross House, birthplace of the American flag. The same evening an informal reception will be given on the Bellevue roof at 9 o'clock by Commissioner Hunt of Pennsylvania, to which all are invited.

Tuesday afternoon, motor coaches will be provided for a sight-seeing trip for all delegates. The same afternoon golf privileges will be extended at the Merion Cricket Club (East course) and the Pine Valley Country club for those preferring this pastime. An interesting event will be the Pamunkey tribe ceremonial at 9 p. m., on the Bellevue roof. A golf tournament at the Philadelphia Country club (Bala course) following a luncheon at the club for contestants, will feature the Wednesday afternoon activities; and Wednesday night, the formal banquet in the Bellevue ball room is scheduled.

Recreation for Ladies

A daily program of ladies' entertainment is being arranged by the local committee headed by John Stevenson, general chairman, to include luncheons, sight-seeing and shopping tours, a reception Monday evening and a formal banquet.

At 11:30 Thursday morning, busses will be available at convention headquarters for a trip to Atlantic City, where the party will register at the Ambassador hotel. A shore dinner will be served at the famous Hackney's restaurant at 6:30 p. m. The rest of the evening will be reserved for members of the party to follow their individual plans.

Breakfast at the Ambassador will open the Friday events, after which, time will be allowed to visit the board walk, surf bathing, Steel pier and other things of interest. Arrangements can be made for visitors to start their return

trip from Atlantic City for those who do not care to return to Philadelphia.

Hotel accommodations for Thursday evening in Atlantic City will be provided commissioners and other representatives of the insurance departments, also for their families.

In order successfully to execute this program it is imperative that committees in charge complete arrangements well in advance of the opening day. To accomplish this, registration cards must be filled out and returned to the general chairman at once by all expecting to attend, even though previous reservations have been made. Definite arrangements, based on registration cards received, will be completed the first week of June. These cards will be listed in the order received.

Coast Actuaries Meet May 26

A three-day semi-annual meeting of the actuarial club of the Pacific states was concluded at Yosemite park this week. The final day was devoted to a discussion of underwriting problems under the chairmanship of Walter Kennedy, chief underwriter California-Western states. Leslie Cooper, Pacific Mutual, resident of the club, presided at the sessions arranged by Marcus Gunn, California-Western States chairman program committee.

COTTON

Experts will soon survey millions of acres of cotton to estimate the 1937 crop.

Alert Southern underwriters are also estimating future prospects, and are laying plans now for crop-time sales.

LIBERTY NATIONAL LIFE INSURANCE CO.

Birmingham, Alabama

FRANK P. SAMFORD, President

ASK A FIELD MAN . . . He Knows!

The Field Man is properly the connecting link between life insurance company and agent. Better than anyone else, he knows whether or not service rendered agent (and through the agent, the policyholder) is all that the company claims for it. Believing this, The Southland Life ASKED its District Managers about Southland Life service to agents. And here is what one said:

R. F. (Bob) Short
Dallas, Texas

"I know of no company better equipped to render complete personalized service to the prospect through the agent than is The Southland Life. Knowing this makes it far easier to secure able and reliable agents."

If you are interested in an agency contract, write First Vice President Clarence E. Linz, or Vice President and Agency Mgr. Col. W. E. Talbot.

SOUTHLAND LIFE INSURANCE COMPANY

Home Office - Dallas, Texas

Harry L. Seay, President

NEW JERSEY

NEW YORK

INDUSTRIAL—INTERMEDIATE

The Colonial Life Insurance Company

OF AMERICA

HOME OFFICE—JERSEY CITY, NEW JERSEY

Ordinary — Group

"A Good Company To Represent
—Represent a Good Company"

PENNSYLVANIA

CONNECTICUT

VOTE OF CONFIDENCE

Again this year the confidence of the public, our policyholders and our agents in the Monumental Life has been proven. More than twenty-eight million dollars of insurance in force was added to our books in 1936. The seventy-eighth year of continuous growth and a total of over 233 millions of insurance in force. This is the Monumental Life, a progressive connection for productive men.

MONUMENTAL LIFE INSURANCE COMPANY

53 Branch Offices in 14 Different States

CHARTERED IN 1858

BALTIMORE, MD.



Actuaries Can Help in Public Relations

(CONTINUED FROM PAGE 1)

to analyze an existing insurance program to see if any changes are necessary and desirable, and, unfortunately, changes always appear necessary, and are usually made at the expense of the policyholder.

"Perhaps the insurance companies with their fancy policies, difficult to read and harder to understand, are to blame for this situation; perhaps it is the fault of the insuring public; certainly the actuary, who is the scientific guide of his company, cannot be held blameless. Wherever the fault lies, the actuary, who should have a fundamental knowledge of all phases of his business—even the sales angle if he has kept abreast of the times—is in an excellent position to improve some of these conditions.

"We should never lose sight of the quality of our product, nor the needs and wants of our customers. Suppose we, as actuaries, turn our desks around and eye our business with the purpose of seeing where we can improve it.

Cites Policy Technicalities

"Just recently we received a letter from a young lady policyholder of ours, a clerk in a department store, complaining bitterly that she could not understand her policy and that in trying to read it she lost the subject before she found the predicate. It would be easy for us to say that she was wrong since the particular point in question was plainly covered in her policy—plainly covered, that is, for a lawyer or an actuary, but she was a 25-year-old clerk.

"At any rate we can interpret our policies in simple language for our agents and be sure they do intelligently explain them to our policyholders.

"What can the actuary do to help the agency executive who is the business relations officer of the company? We can make available to him the statistics on the types of business that have proved profitable from the standpoint of persistency and mortality. These statistics are readily available in most offices by classifications of occupations, size of policy, frequency of premium payment, type of original settlement, etc.

Numerical Rating Plan

"They can be reduced to a simple numerical rating which can be applied to new applications in even small district agencies, and will self-evidently interpret the best lines of prospecting. They will practically automatically determine the caliber of the average agent's business and indicate the direction and type of training which the supervisory authority should be in a position to afford such agent so that the agent can intelligently and clearly present his product to his particular clientele.

"Again, in the field of accounting, we find in our annual statements may items difficult for the layman to understand. Much has been done to clarify the statements to our policyholders, but certain items to which we point with pride mislead the public and those charged with making our laws and determining our taxes. For example, the low ratio of actual to expected mortality in the gain and loss exhibit, with the accompanying gains from mortality; also, the gains from lapses, surrenders, and changes indicate substantial profits from our business for the current year. The figures produced are misleading, and have been frequently misquoted before legislative groups, thereby causing lawmakers and the public at large to believe that the profits from the sources quoted are enormous, whereas, to a very large extent, these gains merely represent a return of the initial expense incurred in placing the business on the books.

"Our premium income accounts are increased by certain items which are really nothing but cross-entry bookkeeping transactions. Some of our reserve items are so designated that it is diffi-

cult to show that the amounts are truly reserves held for future claims. All of these things contribute toward making the insurance companies fair prey for increased taxes and for criticism from twisters. Who, in the last analysis, pays these increased taxes or pays for policy replacements? There is only one source from which this money can come—the ultimate consumer, the policyholder. Here again there is need for simplification and revision, and here again the actuary has a chance to play a leading part.

"I hope you will not think that I am over-critical and believe that everything is wrong with our business. It is a good business and as well managed as any business today, but because it is such a good business and because of our responsibility of furnishing security to our policyholders, we should be constantly striving to improve it. I am suggesting that we make more practical business men of ourselves and our business more understandable to the average man."

Much Interest in Denver Elections

(CONTINUED FROM PAGE 3)

July. There is a feeling in some quarters that he is the logical man to elect as vice-president at the 1938 annual meeting, and if that is the program, he must be reelected as a trustee this year in order to be eligible for election as vice-president next year.

Mr. Wright is now a trustee. He was appointed to serve until the next convention, filling the vacancy created when T. M. Riehle was appointed by the trustees as president when A. E. Patterson became ineligible to continue in office due to his election as a vice-president of Penn Mutual Life. If his name should go before the Denver convention, he would be on the same basis as any other candidate. If high on the list, he would go in for a two-year term, with the low man taking the one-year job. In case Mr. Johnson or any other present trustee should be selected for a higher post, it would mean that there will be eight trustees in all to be elected in Denver—six for the two-year term and two for a one-year term.

Qualifications of Wilson

Mr. Wilson is also a most logical man to go on the board. For years he has been one of the leaders in the magnificent Peoria association. He has been a faithful National association campaigner.

The chances are that Mr. Yates will be nominated, as the National association desires always to have at least one representative on the board from the Pacific Coast and at present there is none. Mr. Samuels can also be regarded as almost a certainty. He is general chairman of local arrangements for the August convention, is very energetic and forceful and is geographically "right."

Mr. Witherspoon would seem to be a "natural." He is one of the most popular men in association work and is located in a section of the country that can claim representation.

Mr. Hodges has been brought forward more prominently in the past few years and is a dependable well balanced man. He has the backing of the potent Cincinnati association of paddle wheel politicians. The fact that Mr. Hodges is the choice of the Cincinnati association certainly means that C. Vivian Anderson will not be a candidate for reelection.

The issue very largely gets back to Illinois. It will be recalled that this state also provided one of the most furious contests in association history when the backers of A. E. Patterson, then of Chicago, and Lester O. Schriver of Peoria, Ill., fought an epic battle.

So far, the name of no former president of the National association has been put forward for election as a trustee. It will be recalled that rather recently Mr. Schriver issued a statement

that he had been importuned to stand for election to the official ranks again. He is a former president. He stated that he declined, largely on the theory that past presidents should be seen and not heard, so to speak, that they should not permit themselves to be elected as trustees.

The fact that some of the past presidents have served as trustees has caused some complications in the voting. A past president who is a trustee has two votes in the national council—one as trustee and one as past president.

Endorsements Are Given

Pittsburgh and Boston endorse Holgar Johnson, Penn Mutual at Pittsburgh, for vice-president.

For trustee, the following endorsements are made, Colorado for Isadore Samuels, New England Mutual at Denver; Peoria and Illinois State for J. Hawley Wilson, Massachusetts Mutual at Peoria; Nashville, Florida State and Birmingham for J. A. Witherspoon, John Hancock Mutual at Nashville; Chicago and Illinois State for Harry T. Wright, Equitable of New York at Chicago; Los Angeles, Long Beach and Santa Barbara for J. W. Yates, Massachusetts Mutual at Los Angeles; Wilkesbarre, Pa., for C. J. Zimmerman, Connecticut Mutual at Newark, N. J.; Cincinnati for Ray Hodges, Ohio National Life at Cincinnati.

Establishes Texas Headquarters

The Equitable Life of New York, which left Texas in 1907 because of the Robertson law, has opened Texas headquarters in the Tower Petroleum building, Dallas, and is now selling life insurance in the Lone Star State. The company paid \$417,845 in taxes and penalties accrued during the 30 years since they pulled out of Texas, and is now in good standing. E. E. Cobb, the collections cashier, is at work and the state agency supervisor will soon be appointed.

RECORDS

Lincoln National—Shows 28.5 percent gain in paid business for April, the largest monthly increase this year.

Yeomen Mutual, Ia.—For the first time in the past several years the company is showing a small net gain in business in force. April new business was 55 percent ahead of April, 1936, and May business is showing similar increases, with strong indications that the company will more than hold its position for future months.

Yeomen Mutual Life leaders have just concluded a series of agency meetings at strategic points extending from the Mississippi to the West Coast.

Denver, Sun Life of Canada—14 percent increase in first five months.

E. H. Small Agency, Lincoln National Life, Seattle—Placed first, exceeding all quotas.

F. F. Ehlen, Chicago manager Guarantee Mutual Life—Agency led in April and first four months on net issued basis. Mr. Ehlen qualified for gold medal club in April, also just closed 100th week of consecutive weekly production. Agency increase 34 percent in four months.

John A. Witherspoon, John Hancock, Nashville—Agency closed sixth month of business with a production record, which puts it among the leading general agencies. Mr. Witherspoon organized the Nashville agency and has been in the life insurance business in that city for 14 years. He was a million dollar producer for three consecutive years.

To Open Branch in Egypt

Home from a five months business trip which took him to Egypt, the far east and islands of the Pacific, C. S. Macdonald, president Confederation Life, Toronto, states that a branch will be established at Cairo, Egypt. He reports a general improvement in business in the foreign territories.

PROVIDENT sets

a National record for
advance in relative rank

By moving up NINE places in relative rank among the leading 100 Life Companies, the PROVIDENT has established a national record in 1937 standings, based on recent National Underwriter tabulations and exclusive of mergers.

In its 20th year the Life Department has passed by a generous margin the mark of over One Hundred Millions of Life Insurance in force.

We congratulate our Fieldmen upon this splendid showing.

**PROVIDENT LIFE and ACCIDENT
INSURANCE COMPANY
CHATTANOOGA, TENNESSEE**

LEGAL RESERVE FRATERNALS

Consolidating Much Detail

Many Presidential Duties of the Modern Woodmen Are Now Disposed of at Headquarters

Many of the activities of the president's office of the Modern Woodmen which have been carried on at Lincoln, Neb., where President A. R. Talbot resides and has his office, are being transferred to the home office at Rock Island, Ill. Mr. Talbot retains his private office but otherwise the clerical machinery is now installed at headquarters. This is in line with the recommendation of the insurance departments in their recent examination. They called attention to the fact that the administrative work should be concentrated at the head office in the interest of economy and efficiency.

This indicates a change in fraternal management. In days gone by when all the soliciting was done through secretaries and local lodges it was highly desirable to have officials and prominent men of fraternal orders located at key points. It was unusual, for example, for a president, even if he gave all his time to an organization, to be at headquarters. With, however, fraternal now writing all regular lines of insurance, the point is made that their administrative work should be centralized and this step is taken by the Modern Woodmen.

Old Desk Is Treasured

A vital symbol in the Catholic Order of Foresters, which recently celebrated its 54th anniversary, is the desk at which G. R. Bracken, the first financial secretary of Holy Family Court No. 1, the parent branch of the C. O. O. F.,

sat at the preliminary meeting May 17, 1883, when the order was founded. Four years ago the Rev. Raymond B. Walsh, pastor of Holy Family parish, Chicago, presented the desk to the society. The original fund which backed the society was \$42, composed of \$1 from each of the original 42 members present at the organization meeting. The desk was continuously in use in the Holy Family parish until it was turned over to the society to be preserved as an historical relic. The C. O. O. F. at first was confined to Illinois, but it has grown so that it operates now in 28 states and a number of Canadian provinces.

Campaign for Exemption of Fraternal Is Pushed

Fraternal leaders are continuing their efforts to get action by Congress on one of several bills and amendments providing for exemption of societies under the social security act. The bills are in committee. The issue is said to be far from dead, and it is believed societies' activities will bring one of the bills out of committee for action before the end of the session.

Several state attorneys-general have ruled that the act does not apply to persons working on commission basis, as they are independent contractors. One of the arguments of societies is that every member is a "membership getter." Many societies make provision for paying a certain commission to the member who secures a new initiate.

Foswell Magill, acting secretary of the Treasury, expressed the government attitude in a letter to Senator Pat Harrison: "The department is opposed for fiscal reasons to any legislation which would operate to exempt a par-

ticular class of organizations or employees from the taxes imposed by Title VIII of the social security act if such employees continue to be eligible to claim the benefits of the act." He stated that "because of the loss of revenue involved *** this department is not in favor of the enactment of S. 1352 or of section 3 of S. 1362."

Change Fraternal Blanks

The committee on blanks of the National Association of Insurance Commissioners at its meeting last week in New York adopted a plan for consolidating the juvenile plan as part of the adult statement in those blanks submitted by fraternal. This and all other recommendations must be submitted to the executive committee of the National association when it meets in Philadelphia in June.

Many Economies Are Made

Drastic economic reforms adopted by the Gleaner Life council in January already have been reflected in betterment of financial position, President H. P. Orr reports. The volume of business written the first quarter increased \$453,000 over the same period last year, \$4,800 more new premiums were collected, the new business so far has cost the society 19 percent less than for the same period in 1936. Total income increased substantially and total disbursements dropped \$36,843, of which \$25,000 was from savings in operation expenses. Income exceeded disbursements by \$60,697 in the quarter as compared to only \$17,000 excess in the same period last year. President Orr states these results do not fully meet the desires of the council and officers, but he feels by the end of this year the society will be in position to enter 1938 with increased surplus and assets.

Bradshaw Is Chairman

DeEmmett Bradshaw, president of the Woodmen of the World of Omaha, has been appointed chairman of the national advisory committee for Nebraska for the New York World Fair in 1939.

Reports on Wisconsin Results

FOND DU LAC, WIS., May 27.—Insurance totaling \$920,000 was written or restored in Wisconsin by the Knights of Columbus in the council year up to May 22, William Sullivan, Kaukauna, chairman insurance committee, state Knights of Columbus, reported at the

INSURANCE STOCKS

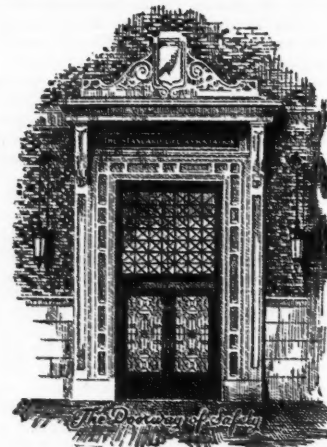
H. W. McKinney of G. L. Ohrstrom & Co., Board of Trade building, Chicago, gives the following quotations on the stock of life companies:

	Par	Div.	Bid	Asked
Aetna Life	10	.60	31	32
Amer. Life of Ala.	5	...	4	...
Bank. Natl. Life	10	1.00	30	35
Build. Life, Ill.	1	...	1	3
Central Life, Ill.	10	...	9	...
Cent. States Life	5	...	2	...
Columbian Natl.	100	4.00	80	90
Colonial Life	100	3.00	280	310
Conn. Gen. Life	10	.80	37	38 1/2
Cont. Assurance	10	2.00	39	41
Cont. Am. Life	10	1.20	28	33
Farm. & Traders	100	12.00	225	260
Fed. Life, Chgo.	10	...	7	10
Girard Life	10	.40	12	15
Great Nor. Life	10	...	4	...
Great South. Life	10	1.25	20	25
Life & Cas., Tenn.	2	...	13	15
Life of Va.	20	3.00	73	80
Lincoln National	10	1.20	26	28
Mo. State Life	10
Natl. Fid. Life	5	...	1	...
Natl. Life & Ac.	10	1.60	64	68
New World Life	10	.40	5	6 1/2
Northw. National	5	.60	14	15
North Amer.	2	...	3 1/2	4 1/2
Ohio National	10	1.00	21	26
Ohio State Life	100	10.00	225	...
Old Line Life	10	.60	14	15 1/2
Pacific Mutual	1	...	3	4
Peoples Life, Ind.	10	.60	20	...
Philadelphia Life	10	...	4	...
Prov. Life, N. D.	10	.80	11	...
Rockford Life	10	...	4	8
Sun Life, Can.	100	...	700	750
Travelers	100	16.00	495	505
Union Central	20	1.20	20	30
Wisconsin Natl.	10	.50	16	18

annual state convention of the order here. This compared to \$711,000 last year. There is a month and a half to run in the fiscal year, and a total of \$1,000,000 is expected.

Persistency of Policies Shown

WINNIPEG, May 27.—In attempt to determine what kinds of policies stick the best, the Great West Life recently made a survey of some 9,000 policies involving about \$20,000,000. Divided by size, percentages remaining in force after two years were as follows: Less than \$2,000, 76.2 percent; \$2,000 to \$2,999, 78.4 percent; \$3,000 to \$5,999, 80.3 percent; \$6,000 and over, 79.5 percent.



Stability — Safety Performance

ASSETS
\$13,750,000.00
CLAIMS PAID
\$116,000,000.00

The Standard Life Association

Lawrence, Kansas

GEO. R. ALLEN President JOHN V. SEES Secretary
MARTIN MILLER Treasurer

THE MACCABEES



59 years
of
fraternal service

Assets as of December 31, 1936

Government and Municipal Bonds	\$ 21,843,134.70
First Mortgages on Real Estate	9,358,429.63
Real Estate	8,546,692.88
Loans Secured by Members' Certificates	5,377,564.16
Cash and Bank Deposits	478,671.55
In Course of Collection and Other Assets	1,238,653.21
Total Assets	\$ 46,843,146.13

New members admitted during 1936	44,586
Total benefit membership Dec. 31, 1936	207,272
Total protection in force	\$178,530,102.23
Total benefits paid during 1936	\$ 5,640,704.95
Total benefits paid since organization	\$221,004,606.38

Territory: 44 States, D. C. and 6 Provinces of Canada

C. L. BIGGS
Supreme Record Keeper

E. W. THOMPSON
Supreme Commander

DETROIT, MICHIGAN

SOME

PERTINENT

FACTS ABOUT

Supreme Forest

WOODMEN CIRCLE

● Total Membership 134,803

Enrolled in 1936 alone 25,096

Total Protection \$108,660,736

Written in 1936

alone 14,170,968

Benefits Paid

since 1895... 37,156,980

Dora Alexander Talley, President
Mamie E. Long, Secretary
Home Offices, Omaha, Neb.

SALES IDEAS AND SUGGESTIONS

Farmers Are Among the Best Risks for Life Agents

Life insurance people who live close to prosperous farming areas can find a rich source of business among this class, according to Roger Pennock, Provident Mutual Life, in a talk before the Pennsylvania State Association of Life Underwriters Sales Congress at Harrisburg. Farmers can be offered many special inducements to buy life insurance, he said.

However, farmers must be approached with frankness, and it is best for the agent to say right out that he is from a life insurance company, and tell the prospect that he wants to talk to him about a plan for paying off his mortgage. The farmer is appreciative of programming. Progressive farm owners usually have had college educations and want their sons to go to the university.

Montgomery's Message Given

L. L. Montgomery, who conducts his life insurance office under the name of the L. L. Montgomery Round Table at 46 Cedar street, New York, brings out from time to time inspirational material and aims to apply the professional concepts in life insurance selling. He has prepared what he calls "The Message of Life" for his round table. He says:

The cathedral builders of the Middle Ages in their desire to express their spiritual ideals showed in stone and arch and window the mystic reflections of the soul within them. The material things they handled were means to that end.

So in the same measure must we as life insurance men weigh and balance and set up in our minds and hearts first and then in the minds and hearts of the people upon whom we are calling from day to day reflections of the truth as we see it, with an adventurous humility and with all our strength.

There could be no greater responsibility than that of interpreting wisely the man factors bearing upon other men's affairs, for wise interpretations will pass on fruitfully to future generations and unwise interpretations may wreck the promise of many futures.

We need to eliminate self and think in terms of facts and relations, of cause and effect, of prophecy and promise, of daring and courageous deeds, of things achieved that would never have been through of as things to be achieved, before we came along.

We need to follow the stream of time, the past, the present and the future, to challenge where we stand to-day, to lay fast hold on the lessons of the past, and move on to the future of promise, to interpret the shadows of that future in terms of now.

We must lift up those who are falling by the wayside. We must drive away fear and uncertainty from men's lives. We must guide and preach deliverance. We must bring the evidence of things hoped for, things to be had by the stretching out of hands to take them.

In "Build thee more stately mansions, O my soul!" we have the command and the vision of what we shall do for our fellow men. In the message of life lies that vision of greater and better things for others, and in losing ourselves in that spirit for others we shall save our own souls.

They need insurance that will mature when their sons are of college age.

However, a strong talking point to the farmer is that insurance provides him credit. Farmers can borrow from their insurance in the spring when they need money and take advantage of cash discounts totaling 20 percent for a credit accommodation of only six months. Farmers regularly borrow in the spring, and the saving in borrowing from their insurance will often pay for the premium. Another point that makes the farmer a good prospect is that once or twice during the year he has a surplus of cash due to sale of his crops, while the salaried man has a limited budget each month. Poultrymen and nurserymen receive their extra money in the spring, the truck gardener in early summer, general farmer in late summer and the orchardist in the fall or winter. Fractional premium or initial term plans can be used in arranging premium due dates at opportune times.

Farm business is good business, he declared. In a survey conducted by his agency of 250 live cases, there were 120 farmers with average insurance of

\$9,292, while the 130 non-farmers had average of \$5,230. Among the farmers were only six \$1,000 cases and among the non-farmers there were 32 \$1,000 cases. Mr. Pennock said in going through the deadwood, he found that for every \$1,000 lapsed by the farmer there was \$3,840 lapsed by the non-farmer, this in spite of a larger column on farmers. Average sized premium for farmers is higher. Mr. Pennock admitted that his territory was a prosperous agricultural area, but he mentioned there are many other sections in the east and middle west and a few spots on the Pacific Coast where rural conditions are unusually good.

Many Centers of Influence

There are many centers of influence with farmers. The agent should get acquainted with the county agricultural experiment station head and the county agricultural agent. These men know all of the worth while farmers. The agent should have an acquaintance among the heads of the various farm organizations, such as the grain, livestock breeders' or dairymen's associations and the various organizations of crop growers and other rural people. The secretary-treasurer of the local land bank association and the field men in charge of the government soil conservation program are also good contacts. If the agent is going into the farm business intensively, it pays him to interest himself in boys' work, fairs and other agricultural group activities.

Use "Settlement Option" Idea As an Approach

Settlement options are necessary parts of life insurance policies, but merely arranging that the proceeds shall be paid to the beneficiary in monthly installments does not entirely solve the problem, Adam Rosenthal, special agent Connecticut Mutual Life, St. Louis, told the recent joint sales congress of the Columbia and Jefferson City Associations of Life Underwriters. In spite of this, many life agents are so negligent in their duties that they not only do not see to it that policies provide for proper distribution of the proceeds, but even allow contracts to go out of their office with provisions for payment of the entire principal sum in cash to the beneficiary, who usually is a widow or a youth who is inexperienced in handling much money.

Good Approach Angle

Because of this, settlement options can be used in the approach and frequently in selling more coverage, since only about 17 percent of business in force is held under settlement options, the remaining 83 percent being payable in cash. The producer should ask two questions in the approach: "Have you arranged your life insurance so as to eliminate shrinkage from probate and administration costs? Are you sure that your policies are payable to whom you wish to protect?" Around these can be built a picture of what will happen to the insurance estate in case of a common disaster, which frequently occurs in automobile and airline accidents.

Mr. Rosenthal said that contrary to popular belief, the contingent beneficiary does not always get the proceeds if the first beneficiary dies simultaneously or previously to the death of the assured. For instance, if the policy is payable to the wife if living and if not to the assured's parents, a common disaster might obviate this. If the wife survives by only a few minutes, the proceeds would go to her estate and to her family

and not to the assured's parents as he had wished. Or, if there are children and even though they are contingent beneficiaries, unless there is a common disaster clause, proceeds will go to the mother's estate if she survives the assured only a short time. Due to probate and other administration costs, the insurance estate would be reduced before the children could get it. Moreover, creditors of the mother could reach this money.

While a common disaster clause frequently solves this problem, a deferred settlement plan with withdrawal privilege in whole or in part well takes care of this hazard. The prospect should be urged to arrange his insurance so that

SALES IDEAS OF THE WEEK

Get Right Kind

"Get interviews, but get them under favorable circumstances," Edward C. Andersen, educational director of the Connecticut Mutual Life, told the Des Moines Association of Life Underwriters. "One right kind of interview is worth a dozen of the other kind." "Power leads" pave the way for good interviews. He defined these as introductions from influential associates of the prospects. This gives the salesman a prestige which is invaluable in obtaining business.

Talk in "Money" Terms

The life agent can make his sales easier if he will talk a language which the prospect can understand. One of the best themes to stress is the idea that he is selling money. The use of the words "big money" portray in understandable language to any prospect what he needs for a secure old age or protection for his dependents—money and plenty of it.

The agent can point out that there are only three ways honestly to acquire money—inherit it, earn it or buy it. Life insurance is the only means by which money can be bought. Few people are lucky enough to inherit money and the majority cannot earn enough. In addition, through life insurance money can be bought on the instalment plan.

if his wife's death occurs soon after his, the insurance company would still have the right to handle the money and be responsible for the principal and income instead of guardians appointed by the parents or the probate court, who might make bad investments of this large cash sum.

The agent who studies the various settlement option provisions of his company almost always can find some point which will strike home to each one of his prospects when he asks them about the condition of their insurance estate. Many times the assured will find his policies need rearranging and additionally he may need a few thousand dollars more coverage to make his program suit his needs. The agent who has taken the pains to show him where his program is deficient will get this extra business.

Women's Part in Buying

Vice-president A. E. Patterson, Penn Mutual Life, at the annual dinner of the woman's division of the home office agency, outlined the field of women buyers. Few people realize amounts on lives of women, that taken for women and that sold by women, he said.

Business women represent 22 percent of the American population and 40 percent of these have dependents, hence their increase as policyholders. Despite the large percentage of business women, Mr. Patterson said he was surprised at the results of surveys made by "Woman's Home Companion" and "Good Housekeeping," among subscribers which showed extent of life insurance among wives. The "Companion" survey showed that out of 1,137 married women 90.2 percent said one form of saving money was through life insurance, and 43 percent had policies on their own lives. "Good Housekeeping" in asking if its people wanted to know more about life insurance as a means of

family financial security, had replies from 422 women. "Yes," was the answer of 85 percent of these. Among this same group, 57 percent had their lives insured.

One large company reported that in 1924 only 12 percent of its policies were written on women's lives, 15 percent in 1929 and 22 percent in the 1931-36 period. Twenty years ago only one policy in 10 was issued by the Penn Mutual on women.

Mr. Patterson cited the University of Chicago survey, which showed that women are beneficiaries under 80 percent of life policies now in force and that more than two-thirds of the wealth bequeathed to people in the United States goes to women.

Statistics of various companies are not complete on insurance sold by women, but the Penn Mutual home office agency women's division, starting from scratch in 1930, has produced \$17,764,701 in business.

Jump in Average Policy Size Noted

(CONTINUED FROM PAGE 1)

ough consideration of all the reasons for it will be lapsed later on when the buyer forgets his good resolution. This has often been the case in the past. However, vastly more than ever before is coverage being sold on an income basis, which should tend to get people away from the feeling that a few thousand of face amount constitutes a lot of insurance. Also it is believed that the social security act will tend to keep the income aspect of insurance, both for family protection and for retirement income definitely fixed in the minds of those who buy it.

Home Office Underwriters Hold Session at Chicago

(CONTINUED FROM PAGE 1)

program for handling multiple company submissions. Limits of retention should be adopted, he said, and should have some relation to size of company. He added that limitation of individual cases

to amounts less than the company's published limit should be avoided; cases should either be accepted for the amount applied for or declined outright.

Other underwriting practices which he suggested were refusal to use photostatic copies of complete papers on applications as a basis for final action; elimination or reduction of "surplus line examiners"; refusal to act until all companies concerned have obtained all the information they consider necessary; consideration of the agent submitting the kind of business and the resultant special hazards, any decision made to be independent of other company action and rarely subject to reversal; and a combination of mortality data of multiple company submissions in order eventually to combine the information into a general mortality study to determine the extra mortality involved in this type of business.

Following luncheon the second day, Malcolm Adam, Penn Mutual, conducted a case clinic illustrating underwriting principles.

At the final day's meeting Harold Larkin, Connecticut Mutual, was in the chair. V. R. Smith, general manager Confederation Life, Toronto, discussed present trends and experience in non-medical underwriting from a study made

with M. F. Auden of that company. Medical examinations, he said, have been required since 1930, and non-medical insurance has been issued since 1890, with severe limitations which marked its beginning somewhat relaxed by 1921, though stress is still being placed on age and amount.

Mr. Smith surveyed 150 companies in the United States and Canada which hold the bulk of the insurance in force. Fifty-nine companies, he said, were able to compare the relative amounts of medical and non-medical insurance. Thirty did not write non-medical insurance and 61 had made no exact separation of their insurance in force into the two categories.

To study the growth of this kind of insurance, he took figures for 1926, 1931 and 1936, and found that in the first year 4.1 percent of the total was non-medical; in 1931, 11 percent, and in 1936 13.4 percent. Thus these companies, with 71 billions in force, have put in effect 6½ billions of non-medical since 1921.

He said non-medical insurance will increase but underwriting rules and methods must not be relaxed. Limitation of maximum ages and reduction of maximum total amounts of insurance require consideration, but the final safeguards will lie in continual development of a high degree of ability on the part of home office underwriters, to recognize need for further investigation.

Discusses Premium Waiver

Mervyn Davis, vice-president Equitable of New York, spoke on "Underwriting and Waiver of Premium Disability Benefit." He said the disability portion of a life contract is subject to control of the policyholder more than the life portion. The same uncontrollable hazard to companies is not present so much in waiver as in disability requiring payments. Waiver is important and cheap, he said, and widely used.

Mr. Davis said one solution of the occupational hazard relating to waiver is found by limiting it to standard cases, or by proceeding cautiously when it is applied to sub-standard insurance. If a company issued the latter type, he said, it should not refuse waiver. In cases of medical impairments the risks should be measured by comparing the hazards to the hazards under standard risks.

In the afternoon session there was an informal discussion of various special underwriting topics, led by J. M. Laird, Connecticut General.

Agents to Go Under Pension Law, Many Life Men Believe

(CONTINUED FROM PAGE 3)

tionality. However, many fraternalists believe their societies will be included in the act unless specially excepted by Congress. While religious, charitable and educational institutions may be exempted by Congressional action, the fraternalists, because they sell insurance as well as engage in other activities, are likely to be considered solely upon their functions as insurance carriers.

App-a-week Producers

O. E. Ross of Winchester, Ind., General American Life agent, recently completed three years in the company's App-A-Week Club. C. H. Gegg of St. Louis has also completed three years of app-a-week production and is now well along in the fourth year.

HILL AGENCY RECORD

A. L. Sullenger of the Arthur J. Hill California agency of the State Life of Indiana, has produced at least one application a week for 611 consecutive weeks and Paul Paul has produced better than two applications a week for 436 consecutive weeks. The Hill agency has 10 producers who averaged more than one app a week for the past 200 weeks or more; and 5 producing two apps for more than 100 weeks.

Slater to Home Office of American National Life

Edward D. Slater has been appointed home office supervisor of the western division of the ordinary department of the American National of Texas. He began life insurance work with an eastern company, and went with the American National as general agent at Mobile, Ala., later being transferred to Mississippi as manager in that state. Mr. Slater has already moved his family to Galveston and assumed his new duties.

Preparations Completed for Insurance Day at Fair

Insurance Day at the Great Lakes Exposition, Cleveland, will be celebrated Friday, June 11, all branches of the business in Ohio joining in a social affair. Insurance Superintendent Bowen, will maintain a permanent department exhibit.

Members of the Insurance Day committee consist of Mr. Bowen, general chairman; D. E. Herren, president Insurance Board of Cleveland; G. H. Thobaben, secretary Cleveland Life Underwriters Association; J. W. Barret, president Cleveland Casualty Underwriters; C. C. Laffer, secretary-treasurer Ohio Association of Casualty & Surety Managers; A. R. Gibson, president Ohio Fire Underwriters, and G. F. Ainslie, Jr., president Ohio Association of Casualty and Surety Managers. C. A. McCleary, Ohio license division will have direct charge of the permanent exhibit.

Michigan Bill Reported

LANSING, MICH., May 27.—The Michigan agents' qualification law has been reported by the senate insurance committee for floor action with a few minor amendments. The \$5 application fee for renewals is eliminated but the charge for new applicants is continued. Another amendment provides that the examination shall be "reasonable" and another brings life agents under the discretionary provisions of the proposed act, originally intended to affect only fire and casualty representatives.

The proposed new "blue sky law" is causing some disquiet among life men as it provides that life agents writing annuity business must be licensed by the corporations and securities commission. Apparently all life agents writing annuity business must obtain double licenses, one from the insurance commissioner and one from the corporations and securities commission.

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